

DSOA SAI: FACEBOOK & INSTAGRAM ADS

*Day 2: Audiences & Audience
Layering*

Presented: Sept 2021

TRACY *by design*.CO



OUR WEEK AT A GLANCE

- ① *Foundations*
- ② *Audiences & Audience Layering*
- ③ *Budgeting & Planning*
- ④ *Creating Campaigns*
- ⑤ *Decoding Your Results*

02

AUDIENCES + AUDIENCE LAYERING

Learn how to find and nurture your people

AUDIENCES

- 1 Introduction to Audience Layering strategy**
- 2 What the heck IS Targeting?**
- 3 Your Essential Audiences**
- 4 Homework!**

INTRO TO AUDIENCE LAYERING

*Learn how to bring in cold eyeballs and
nurture them towards a transaction
through FB/IG Ads*



THE BIG GOAL

- The overarching goal of using Ads is to **develop our own "market-to-able" audiences**, and then warm & nurture them, and provide the opportunity for value exchange
 - Develop Know, Like and Trust
 - Deliver value (entertainment, education, information, inspiration, etc), and not make it JUST about a sale

AUDIENCE LAYERING: TEMP



Cold = Never Heard of You

Warm = Interacted With Your Brand

Hot = On Your List + Buyers

AUDIENCE LAYERING: GOALS



Amplify = Consistent Audience Growth

Activate = Grow List + Launch Offers

Ask = Focus is usually on Sales

AUDIENCE LAYERING: MESSAGING



Amplify your voice to cold (and warm!) audiences

- Learn my brand/values
- Understand my POV
- Learn from me {free}

Activate your warmer audiences

- Sign up for my lead magnet/freebie
- Join my list/newsletter
- Register for my free trial
- Jump into my new promotion

Ask your warmest + hot audiences

- Work with me
- Learn from me
- Buy my product, course, program

WHY IS LAYERING IMPORTANT?

- **They've never heard of you before**
 - Build awareness and create an association with a topic they care about
- **They don't trust you yet**
 - Let them know what you're all about: values, background, style, approach, specialities
 - Enhance that topical association with real images, action, video, content
- **They want to know you're in the relationship, too!**

WHY IS LAYERING IMPORTANT?

- **They've forgotten about you (or you've been lost in the algorithm)**
 - Rewarm those audiences that have already indicated their interest in your business
- **Provide an obvious next step**
 - Give them what they need to be READY to make the decision that takes them to the next step -- which is not always the FINAL step

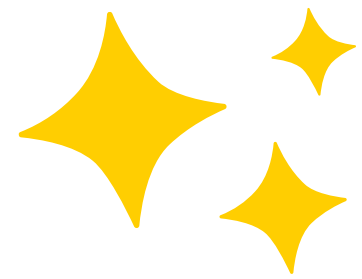
COMMON STRATEGIES

- Audience & engagement building
 - Feed algorithm
 - Grow your warm audiences on-platform
 - Build momentum & energy within the audience
- List building & Lead generation
 - Newsletter
 - Free trials
- Paid offers
 - Trickier to use ads here, depending on price/funnel/LTV

WHAT THE HECK IS TARGETING?

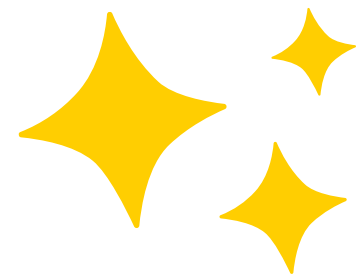
*Putting ads in front of the right people at
the right time with the right message*





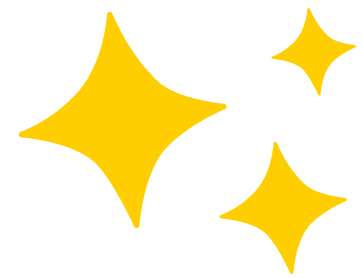
WHAT IS TARGETING?

- How we're going to tell FB **who we want to see the ads...**a combination of:
 - **Who we want to talk to** (demo/geo, interests, etc)
 - **Where we can find them** (source)
 - **How FB "sees" them** (user behavior)
 - **What we want them to do** (objective/goal)
 - **How we're going to help them self-identify** (ad copy & visuals)



WHY IS TARGETING SO IMPORTANT?

- Specifies who sees our ads
- Drives the cost of our ads
- Impacts the customer journey through our funnels – what they see, experience, and how they feel about interacting with our brand...at the right stage of the relationship



LET'S TALK RETARGETING

- Retargeting is, simply put...a strategy of putting a campaign in front of someone who's already interacted with our brand at some level
- Good news! Retargeting is automagically built-in to our campaign creation technique
- You can also run RT campaigns just to certain audiences...but
- RT can be tricky with small audience sizes

YOUR ESSENTIAL AUDIENCES

*Finding YOUR people in the big world of
Facebook users*



HOW DO WE FIND OUR PEOPLE?

- Work from an Ideal Customer Avatar...but remember, your local audience is only SO big
- Create Essential Audiences on FB Ads Platform
 - Based on **engagement & activities** we track
 - FB can develop "**lookalike**" audiences based on those engagement audiences
 - Finally, we can create audiences based on **demo/geo, interests, etc.**

ESSENTIAL AUDIENCE TYPES

- **Custom**

- Custom to ONLY our business
- Based on engagements with our FB-tracked pages/profiles and pixelated web properties

- **Lookalike**

- Audiences who've never heard of you but are BASED on your Custom audience data as their source
- Source needs to be of a minimum size

- **Saved**

- Audiences we SAVE to use in our campaigns
- Based on FB's knowledge of user interests, demographics, geographics, behavior, other data

CUSTOM AUDIENCES

- Website visitors (all pixelated pages): 180 days
- FB Engagement: 365 days
- IG Engagement: 365 days
- Email list: all
- Video Views – all videos: 365 days

LOOKALIKE AUDIENCES

- Website visitors (all pixelated pages): 180 days
- FB Engagement: 365 days
- IG Engagement: 365 days
- Email list: all
- Video Views: 365 days

NOTE: USE 5% LALs for local biz!

SAVED AUDIENCES

- **Local audience**

- Set realistic radius around your studio – 15mi, etc
- Gather everyone of a certain age
- Stop!

- **Interest-specific audience**

- If above audience is over 200k, then...narrow to include ONE
 - Gender
 - Parents + parent interests
 - Dance, fitness, wellness interests

NOTE ABOUT LOCATION

- **Custom & Lookalike audiences** will be refined by geographic location DURING the ad creation process; you're not including that radius when you build the audiences.
- **Saved audiences** have the geographic refinement already built in. Voila!

A NOTE ABOUT AUDIENCE SIZE

- **There is no "perfect" audience size;** you want them to be as large as possible/sensible
- If you're in a small community, your audience sizes will simply be what they are!
- **Don't narrow audiences too far;** if you're adding a narrowing "bucket" make sure that it's a chunky group of many interests to keep your audience size as large as possible.

NAMING YOUR AUDIENCES

- Don't name audiences based on the campaign, offer or ad
 - your audiences are a "build it once" asset that you can use again and again!
- Name them specifically so you know EXACTLY what's inside
- Identify "cuts" you've made in the audience creation process
- Clarity > Clever

NAMING YOUR AUDIENCES

- **Custom Audience naming examples**
 - FB Engagement 365 days
 - Email List 091421
 - VV ThruPlay All Videos 365 days
- **Lookalikes Audiences**
 - These will name themselves! No touchy!
- **Saved Audience naming examples**
 - 20mi radius > all
 - 15mi radius > all > 25+ > dance/fitness interests
 - 10mi radius > W > 25+ > parent interests

UPDATING YOUR AUDIENCES

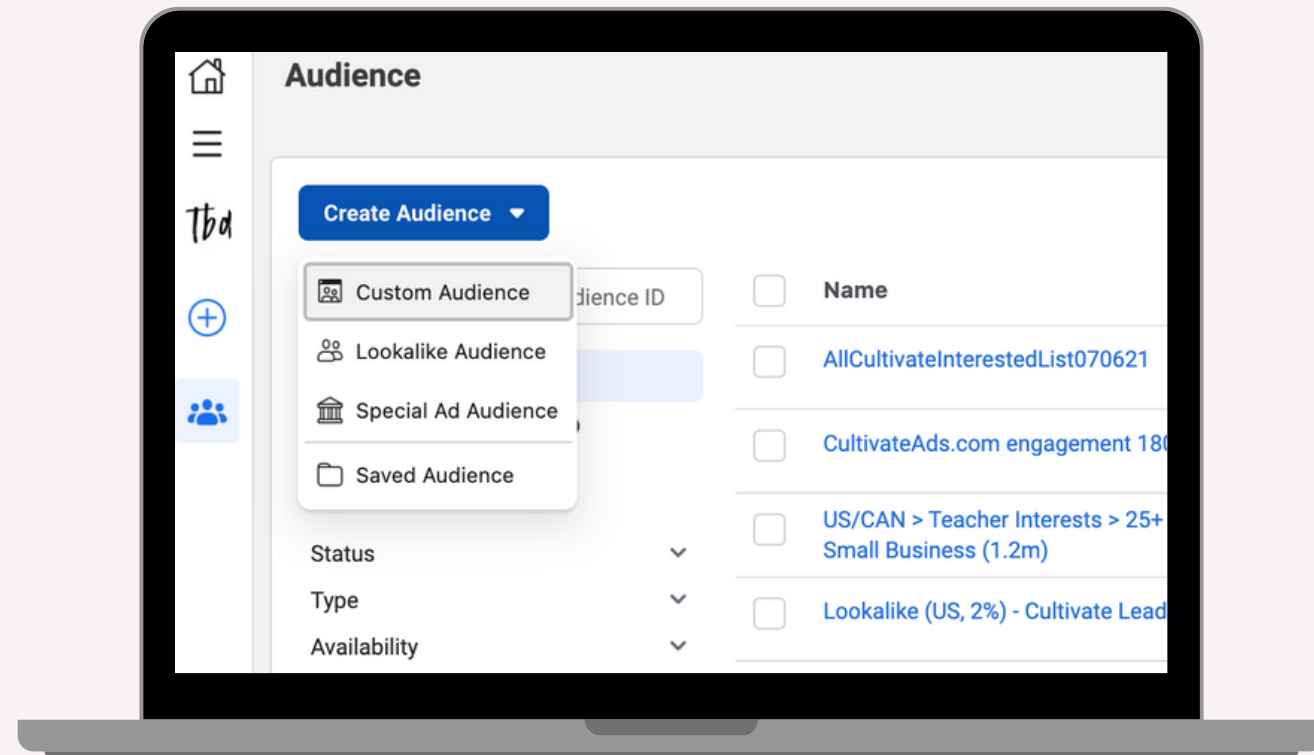
- **You must update regularly:**
 - Your email list
 - The **videos** contained in your VV audiences
- **FB updates dynamically:**
 - All engagements, video views, website visits, etc
 - Simply put: all other audiences!
- **Your Lookalike audiences improve dynamically, too**
 - No need to update these!

DAY 2: AUDIENCES HOMEWORK

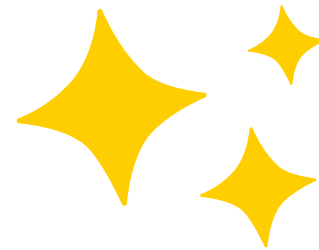
Create your Essential Audiences



DAY 2: TO DOS



- *Download the Essential Audiences Checklist*
- *Create your Custom Audiences*
- *Create your Lookalike Audiences*
- *Create your Saved/Interest Audiences*



Day 2: Complete!

Whew! You made it...and today's an easy one. Create your 11-12 audiences so they're ready to roll.