

# FACEBOOK ADS DOMINATION

## GUIDE 6:

HOW TO USE RETARGET MARKETING WITH FACEBOOK



# How To Use Retarget Marketing With Facebook

We are pretty sure in this day and age, you've been retargeted or remarketed by various advertisers on Facebook. Imagine this scenario: you're looking at nice sweaters on a random website, and moments later you go on Facebook. While checking out your news feed, you see an advert for the nice sweaters you've browsed earlier.

Think it's a coincidence? Nope, that's Facebook retarget marketing in action, and it's what we're going to be discussing in depth here in the 6<sup>th</sup> guide of the Facebook Ads Domination series.

## **The Facebook Pixel's Role In Retarget Marketing**

To set up a retarget marketing campaign and reap it's virtually unlimited possibilities for your business, you need to install the Facebook Pixel on your website. If you don't have a website, you can't launch a retargeting campaign.

Don't worry if this sounds too technical for you – you can easily hire a web developer or designer to build your website and have them install your Facebook pixel on it.

### ***What Is The Facebook Pixel?***

The Facebook pixel is basically a small piece of code that you need to insert into your website's heading. It's just a few lines of code, but it can add a lot to your businesses' bottom line!

Going back to the scenario we described in the introduction, here's what happened:

That website had Facebook's code installed, and when you visited their site, it left a cookie (not a real cookie, mind you, but a small piece of code) on your browser that allowed the website to track the actions you take on their site.

If the site owners have set up their pixel to track specific events like clicking a button or visiting a specific page, then they can also track if you do any of these tagged events.

In your particular case, they probably tagged you as someone who visited the site but did not purchase anything and added you to their custom audience for retargeting later on Facebook. Hence, the sweater ad you saw.

### ***Why You Should Set Up The Pixel Asap***

The Facebook pixel is so powerful that experts suggest you set it up even if you have no immediate plans of advertising on Facebook. This is to allow your pixel to gather your site visitors' data so when you're finally ready to pay for ads, you can add your pixel data to your custom audience.

And just like we've covered in Guide 5, targeting a custom audience (or people who've interacted with your business before) is so much easier than targeting a 'cold' audience or those who probably have never heard of you before.

**Here are five reasons why you need to set up the pixel on your website as soon as possible:**

***1. Track your site visitors.***

You can use the pixel to track your website visitors and the actions they are doing on your site. Armed with this information, you can segment your visitors into different custom audiences.

For instance, you can create a custom audience of people who've been on your website but have not purchased anything. You can create a second custom audience of people who added your products to their cart but did not purchase. And lastly, you can create a third audience of people who successfully bought something from you.

***2. You can monitor and optimize your Facebook ad campaigns.***

When you optimize your ads, you're better able to create ad campaigns that result in better ROI or return on investment for you. You're no longer blindly hoping for someone to click on your ad, rather you have real data to back you up, and you can then make informed decisions on the best way to move forward with your ad campaigns. With the pixel, you can see which ads are performing best with which audiences.

***3. Installing the pixel is free.***

You don't have to pay Facebook to install their pixel. However, when the time comes for you to utilize the pixel data, then you need to pay Facebook. But just like we've mentioned quite a few times in this series, your pixel data is from a warm audience, so these people are not total strangers to your brand. You really have nothing to lose if you install the

pixel (unless you pay a developer to install the code for you!) and everything to gain thanks to better audience targeting.

#### ***4. You can easily track standard or custom events on your website.***

The facebook pixel is divided into two parts. The first one is the base code which you install into your website's global header – this means that ALL pages on your website will be tracked by the pixel. The second code is the events code which you can add to specific pages on your website.

For example, if you want to track people who've signed up to your mailing list, you can add an event code for this. If you want to track people who clicked on the 'add to cart' button you can add an event code for this as well. If you want to track people who purchased something, you can add an event code on your thank you or product delivery page.

#### ***5. The Facebook pixel is not limited to a single device or IP address.***

If your website visitor logs onto Facebook from a new computer or a new mobile device, it's able to accurately track that user's activities. This is why even if your website visitors checked your site on their desktop computer when they open Facebook on a mobile device or a tablet, they'd still be able to see your ads!

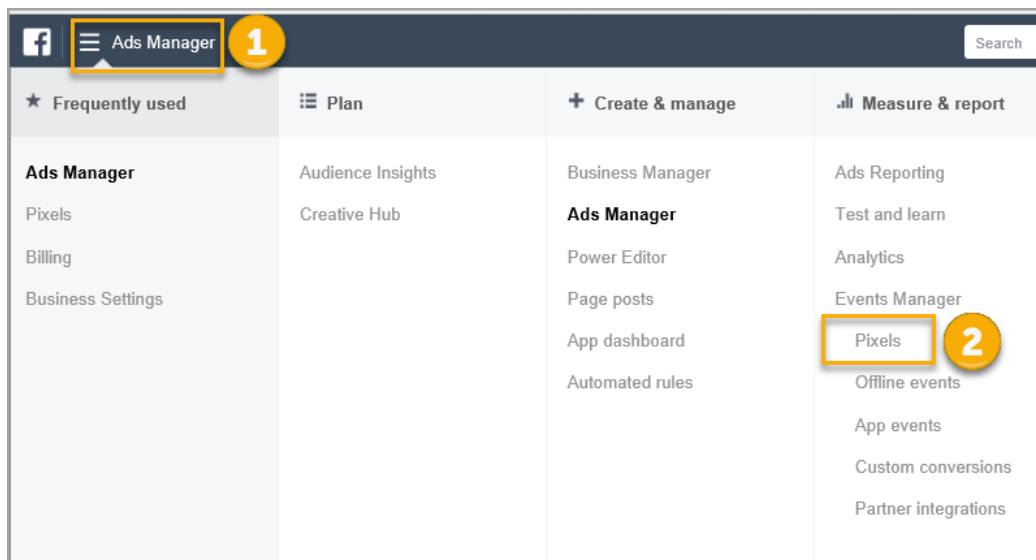
As you can see, the Facebook pixel is very powerful. The ability to track and determine a user's habits across your website is an advertising weapon you can leverage with Facebook ads. If you want to maximize your ad spend and get more conversions, then install the pixel as soon as you read this guide.

If you are running an e-commerce store, the Facebook pixel will help you reach your business goals faster at a much smaller ad spend than if you advertise on other platforms. You have practically nothing to lose and everything to gain by adding just a few lines of code to your website!

### *How To Create Your Facebook Pixel*

Creating the pixel is very easy. You just need to go to your **Facebook Ads Manager** (we showed you how to do this in Guide 2) and look for the **Pixels** tool. Note that you can only create one pixel per ad account.

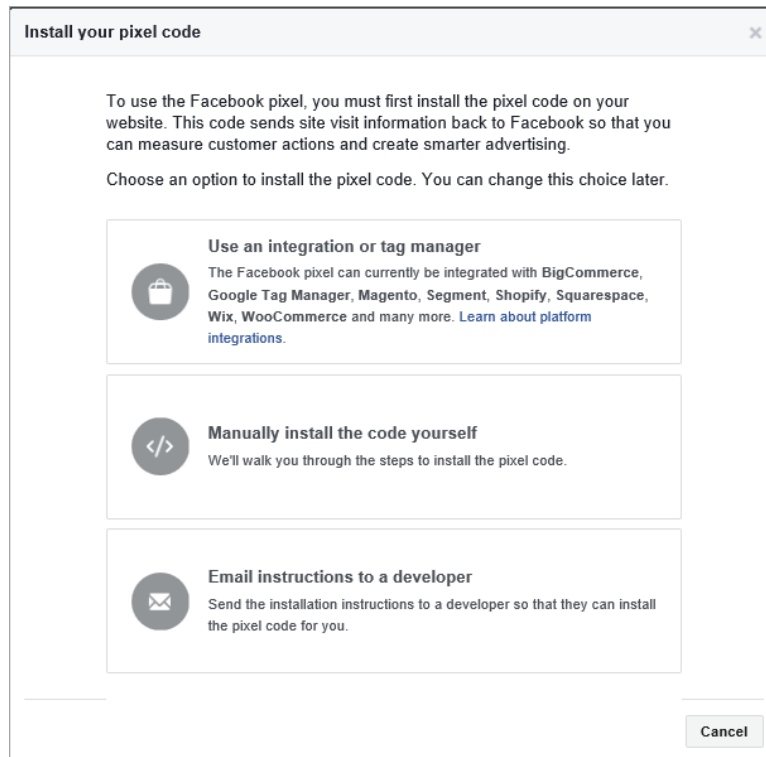
Here's a screenshot to help refresh your memory:



*(How to access the Pixels tool in Facebook Ads Manager)*

You will then see this on your screen:





*(Install your pixel code onscreen guide)*

Follow the onscreen instructions carefully. Once you have the pixel set up on your website, you will then be able to create custom audiences and lookalike audiences based on your website's pixel data.

## How To Apply Pixel Data For Retarget Marketing

Now that you know just how powerful the combination of Facebook pixel and retarget marketing is, let's get into the nitty-gritty of just how you can take advantage and leverage your audience data.

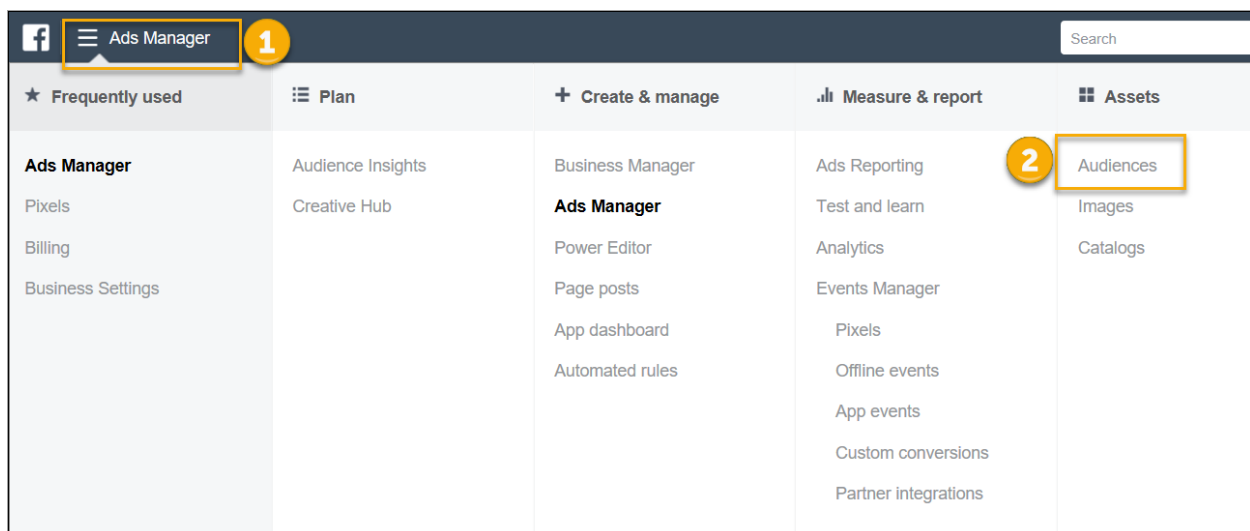
In the previous guide (*Guide 5: Gain Maximum Exposure Using Custom Targeted Audiences*), we covered custom audiences and lookalike

audiences in great detail. In this section of this 6<sup>th</sup> guide, we will just quickly show you a sample application on how you can leverage your pixel data for retargeting.

## **Create A Custom Audience Of People Who Have Visited Your Website**

The pixel keeps a record of people who have been on your website in the past 180 days or 6 months. To target this audience, here's what you need to do:

1. Go to **Ads Manager Menu**, go to the **Assets** column, then click on **Audiences**.



*(How to access the Audiences asset in Facebook Ads Manager)*

2. Click on the blue **Create a Custom Audience** button.



## Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

### Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

Create a Custom Audience



### Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

Create a Lookalike Audience

### Saved audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests and behaviours, then save them to reuse in future ads.

Create a Saved Audience

*(Click on the blue Create a Custom Audience button)*

3. Select **Website Traffic** like you see below:

**Create a Custom Audience**

**How do you want to create this audience?**

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- Customer file**  
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website traffic**  
Create a list of people who visited your website or took specific actions using Facebook pixel.
- App activity**  
Create a list of people who launched your app or game, or took specific actions.
- Offline activity** NEW  
Create a list of people who interacted with your business in-store, by phone or through other offline channels.
- Engagement** UPDATED  
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

*(Click on Website Traffic)*

4. You can choose whether to target people who meet any or all of your criteria.

**Create a Custom Audience**

Include people who meet **ANY** of the following criteria:

- ☒ **ANY**
- ☐ **ALL**

**All website visitors** in the past **30** days

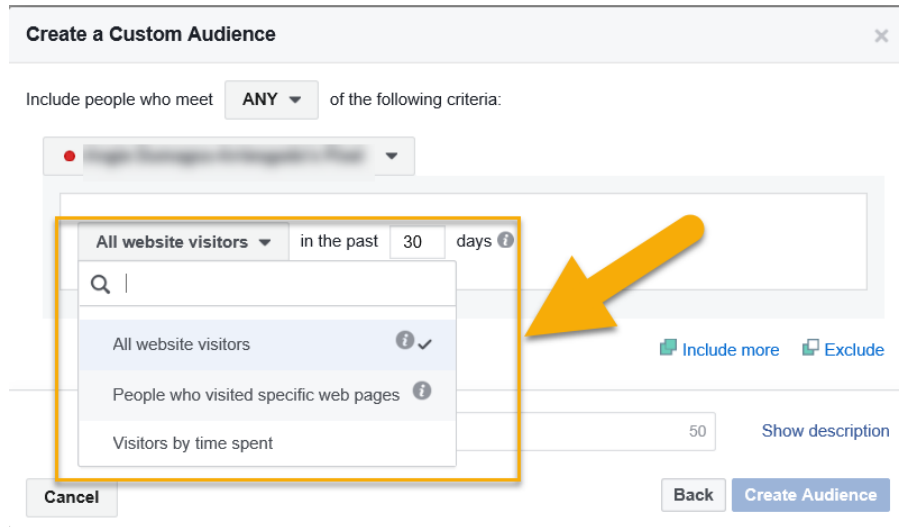
[Include more](#) [Exclude](#)

**Audience name**  50 [Show description](#)

[Cancel](#) [Back](#) [Create Audience](#)

*(Choose any or all people who meet your criteria)*

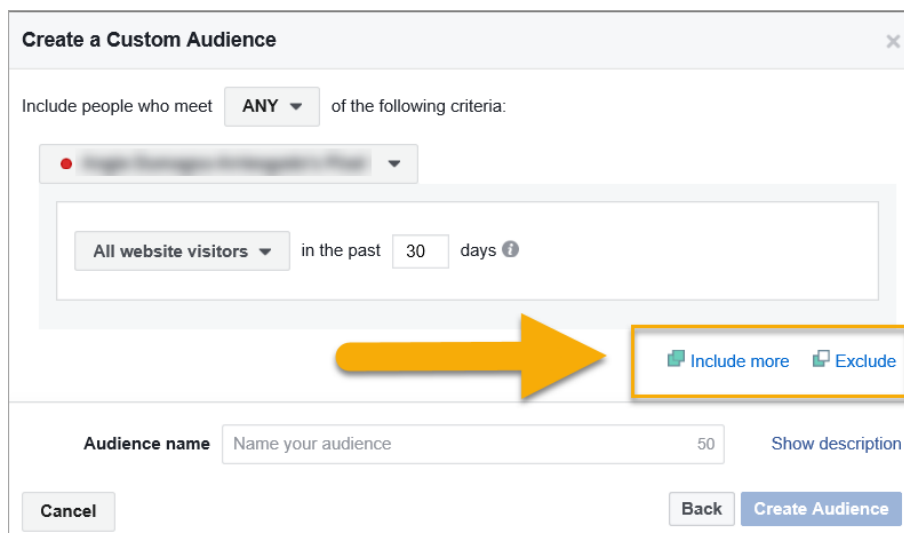
5. Choose whether you want to target all website visitors, people who visited specific web pages, or target them by time spent on your website.



The screenshot shows the 'Create a Custom Audience' dialog box. At the top, it says 'Include people who meet ANY of the following criteria:'. Below this, there is a dropdown menu for selecting criteria. A yellow box highlights this dropdown menu, which contains three options: 'All website visitors' (selected), 'People who visited specific web pages', and 'Visitors by time spent'. A yellow arrow points to the 'All website visitors' option. To the right of the dropdown menu, there are buttons for 'Include more' and 'Exclude'. At the bottom of the dialog box, there are buttons for 'Cancel', 'Back', and 'Create Audience'.

*(Choose from any of the 3 website visitors category)*

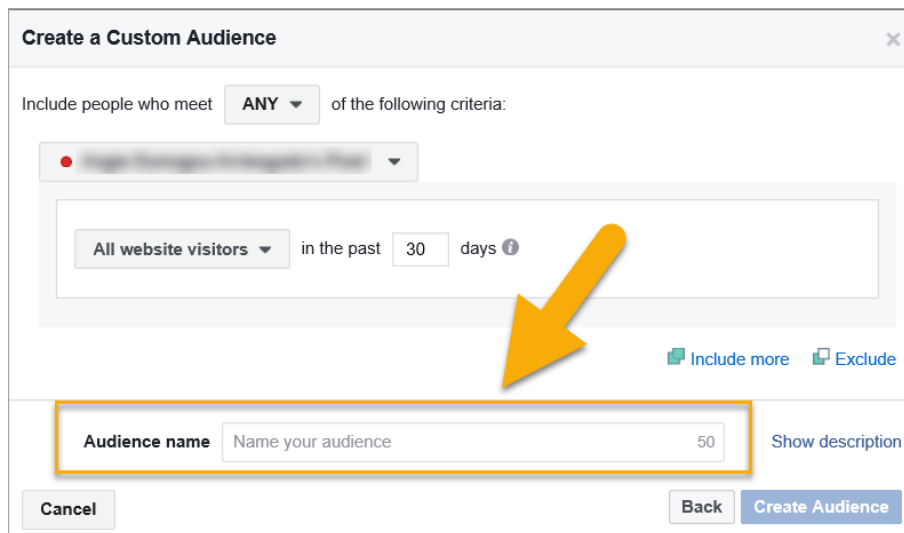
6. If you want to target a combination of any of these audiences or exclude some, you can do so by clicking on **Include more** or **Exclude**.



The screenshot shows the 'Create a Custom Audience' dialog box. The dropdown menu for selecting criteria is now closed, and the selected criteria 'All website visitors' is displayed in the main area. A yellow arrow points to the 'Include more' and 'Exclude' buttons. At the bottom of the dialog box, there are buttons for 'Cancel', 'Back', and 'Create Audience'.

*(Include more or exclude more people from your audience)*

7. When you're done setting up the details of your custom audience, you then need to create an **Audience Name**. Make sure it's something you can easily remember so when you're creating your ads you can identify the right audience.



**Create a Custom Audience**

Include people who meet **ANY** of the following criteria:

• **Website visitors**

All website visitors in the past 30 days

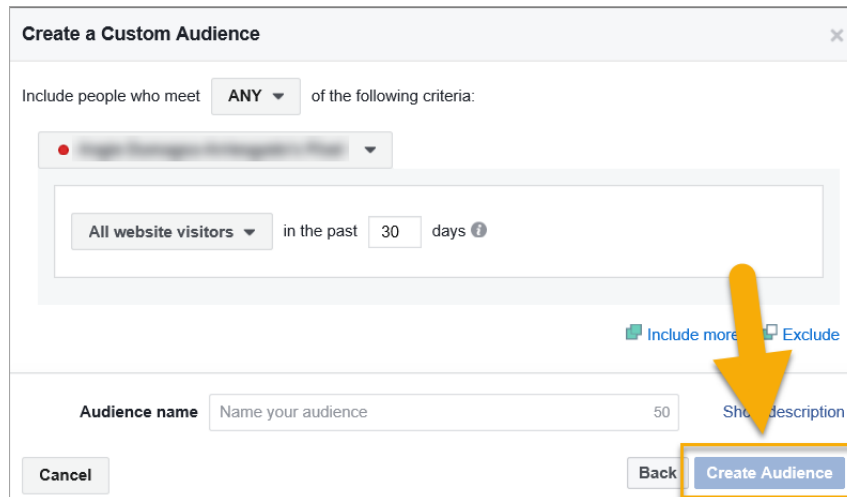
[Include more](#) [Exclude](#)

**Audience name** Name your audience 50 [Show description](#)

[Cancel](#) [Back](#) [Create Audience](#)

*(Name your audience)*

8. If you're happy with your custom audience, hit the **Create Audience** button to finalize your audience.



Create a Custom Audience

Include people who meet **ANY** of the following criteria:

**All website visitors** in the past **30** days

[Include more](#) [Exclude](#)

**Audience name**  50 [Show description](#)

[Cancel](#) [Back](#) [Create Audience](#)

*(Hit the Create Audience button when you're done)*

The targeting options on Facebook's custom audiences are really extensive. No other platform can compete with the level of targeting you can do with your Facebook ads thanks to the pixel.

If you're still on the fence whether it's worth taking the time to install such code on your website, then you're leaving a lot of money on the table. Tap into your audience's behaviors and target them using the all-powerful pixel today!

## Facebook Retarget Marketing Versus Google Remarketing

Facebook is not the only platform that retargets site visitors. It's not the only game in town to do that, but there's no doubt that it's one of the most powerful due to the hyper-targeting options you can do on Facebook. The top alternative to Facebook remarketing is Google remarketing.

Google remarketing works almost the same way as Facebook remarketing. Where Facebook remarketing ads are limited to Facebook, Google

remarketing can follow you all around the web! For instance, if you read an article on Website 1, when you go Websites 2 and 3, you'll see an ad for Website 1 on these websites even though Websites 2 and 3 are totally unrelated to Website 1!

The Google equivalent of the Facebook pixel is known as the 'Google remarketing tag.' It's not a fancy name, but it's easier for beginners to understand exactly what that code does. It works basically the same way as the Facebook pixel wherein the tag or code is placed on pages you want to track.

When a site visitor lands on a 'cookied' page, it enables Google to follow you around the web which is why you're able to see Website 1 ads even though you've long since left that site.

What most marketers love about Google remarketing is that the click-through rates are much higher which results in a lower cost per click or action. Of course, the same thing is happening with Facebook retargeting.

And the reason for this is because with remarketing, whether it be on Google or Facebook, you're targeting people who have already interacted with your brand or your website. These people already know you – you just need to make sure that your ads reminds them of who you are.

The main thing Google remarketing has over Facebook is that Google's Display Network is quite vast. So you can pretty much have your ad follow people around the web for as long as your budget allows you to! Of course, this might not be the most sensible thing to do.

After all, if people have been seeing your ad constantly for the past few days and they're not taking any action, it might mean they're not interested. They could also develop this thing called 'ad blindness.'

The key takeaway here is that whether you use Facebook or Google for remarketing to warm audiences, you need to create ads that will help them remember your brand. Create something outstanding, something they can relate to. Don't follow them with boring ads that don't really speak out to them and address their pain points.

## **Final Thoughts About Retarget Marketing**

There's no doubt that retarget marketing is a very powerful tool in any serious marketer's arsenal. However, if you want to have consistently high conversions, you'd also need to change up your ads from time to time.

Keep your ads fresh and relevant so you don't annoy your potential customers. Keep in mind that annoyed users mean no sales for your business.