

5 STRATEGIES TO IMPROVE YOUR FACEBOOK TARGETING



WE HELP LOCAL BUSINESSES
CONNECT WITH MORE CUSTOMERS
AND SELL MORE STUFF



FACEBOOK OFFERS A GREAT OPPORTUNITY TO GET YOUR ADS IN FRONT OF THE PEOPLE YOU WANT TO TALK TO.

There are more than 600 targeting options across Facebook and Instagram, meaning you can get closer to your audience than on many other platforms. But there's always room for improvement. Here are five ways to up your targeting game.

1. LOOKALIKE AUDIENCES

Let Facebook's algorithm do most of the work for you!

Using Facebook's Custom Audiences option, upload a list of existing customers. Facebook will then use that user data – including inferred attributes from their likes and reactions – and produce a list of similar people with their algorithm.

You can then choose to target this audience with your ads, and it will keep updating and changing, as long as you keep targeting ads at that audience.



2. FOCUS ON UNIQUE REACH

Facebook's default objective is to maximise the reach from each ad, even if that means showing the same person an ad multiple times, counting each view as reach.

While this can be an effective way of improving recall, you can reach a larger audience by selecting the "daily unique reach" bidding method. This doesn't guarantee that people will click your ad, but it does increase the number of individuals who see it.

3. RETARGETING

Most sites only convert 2% of audiences, but retargeting the other 98% with ads for your products and services can keep their interest and lead to conversions down the line.¹

Retargeting on social media is especially effective. It typically receives 2.8x the impressions, 3x the clicks and 2.2x the conversions of non-social media retargeting.²

Installing a Facebook Pixel (it's as easy as copy and pasting some code!) on your website means you can use Facebook to bring site visitors back to make their purchase.

Once your pixel is installed, you can create a custom audience from your website traffic, and target anybody who stops by with one of your campaigns.



4. LIFE EVENT TARGETING

When a big life event comes around, people often have new needs and buying intentions.

For example, 61% of expecting parents plan to purchase a tablet, laptop or other home electronics device.

While one study showed that 55% of marketers understand the potential that a big life event brings, only 24% currently run a life event campaign. And 21% had never heard the term before.

Each industry is likely to have a life event it can tap into, whether it's a house move, graduation, new baby, new job or even relocating to a new city. As with any Facebook campaign, we recommend you test this type of campaign in order to understand its effectiveness.

600+

TARGETING OPTIONS

5. SHRINKING AN AUDIENCE WITH INTERESTS

If you're already targeting with demographics, or a lookalike audience, it may be that you're getting very large audiences, with no chance of hitting them all within your budget.

Adding extra interests into the filter can make your audience even more relevant. Whether you choose influencers in the field, activities, brands or even competitors that match your audience profile, your ads will find a more precise audience more likely to interact with your ads.

Experiment with each of these methods, different campaigns and messages may be more successful with different targeting strategies. Combined with Facebook's data, and your own observations, you can continue to keep your Facebook ads working for you.

ADS TARGETED BY BEHAVIOUR CAN IMPROVE CLICK-THROUGH RATES BY AS MUCH AS 670%



¹ www.ppcmode.com/retargeting ² www.venturebeat.com/2014/12/16/90-of-marketers-say-retargeting-now-as-good-as-search-ads-email-marketing