



FIND YOUR
AUDIENCE!

THE ULTIMATE AUDIENCE FINDER

PRESENTED BY



HIPCAT SOCIETY

THE ULTIMATE AUDIENCE FINDER

Once you're super clear on who your ideal customer is, it's time to find them.

 Need help defining your dream client?

DOWNLOAD THE ULTIMATE AVATAR CREATOR.

People don't cruise Facebook thinking, "I'm here to buy something." It's not like a search engine. Facebook doesn't offer keyword targeting.

You have to define your audience, which is why it's essential to know what stage of the buyer's journey your audience is in. Is it:

- Someone who's never heard of your brand?
- Someone who had your product in their cart and then abandoned it?
- Any of the gazillion choices in between?

Regardless, targeting the right people at the right time determines your ads success. Let's dive into HOW to find these people and when to get in front of them.

Targeting the Right Audience On Facebook + Instagram

You must have a Facebook Page to run ads on Facebook and Instagram. You'll also want a business profile on Instagram versus a personal profile.

Why? The business profile gives you all sorts of extra goodies, including:

- Promotions
- Insights
- The ability to tag and sell products

It's free to set up (go set up a Facebook page and Business profile if you haven't already).

TIP: Your account can FEEL like a person, but it should function as a business.

Since your Instagram ads are created in the Facebook interface, your targeting options are the same as those you have for Facebook. There are **3 main ways to target audiences on Facebook and Instagram.**

1. SAVED AUDIENCES

This is your largest set of people.

Generally, you'll use this method for brand awareness. These are the people who may not yet be aware of your awesome company. That could be everyone in the world!

However, targeting everyone in the world - that's 7.8 billion people - is very expensive and won't help you at all.

Instead, you have to break it down by using data, such as demographics, location, and interests. Remember, niche down as much as possible. Remember that Dream Customer you created in [The Ultimate Avatar Creator?](#) This is the spot to throw in all that info.

Want to target people who:

- Love to snowboard?
- Like the TV show *Friends*?
- Have upcoming birthdays?
- Just bought a new house?

Facebook's got you.

You can even exclude people. For example, you could target people who like personal development but exclude life coaches.

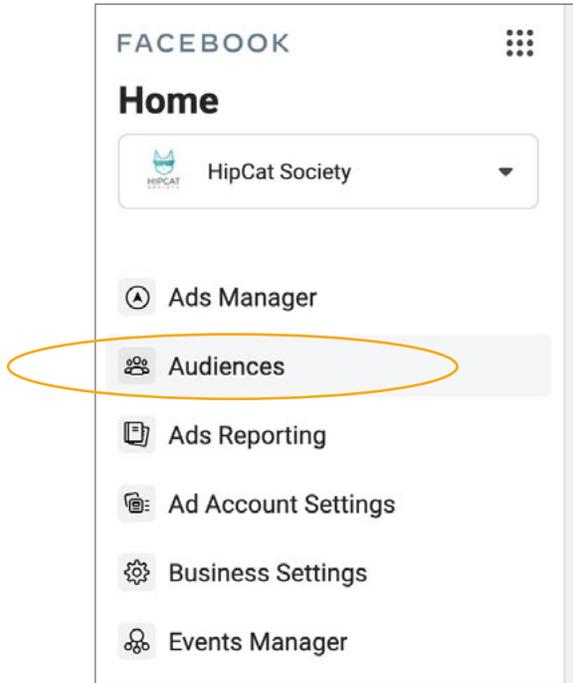
The more details, the better! Every click that doesn't convert is money wasted.

Spend some time here. Make sure you're laser-focused on the Dream Customer you've created.

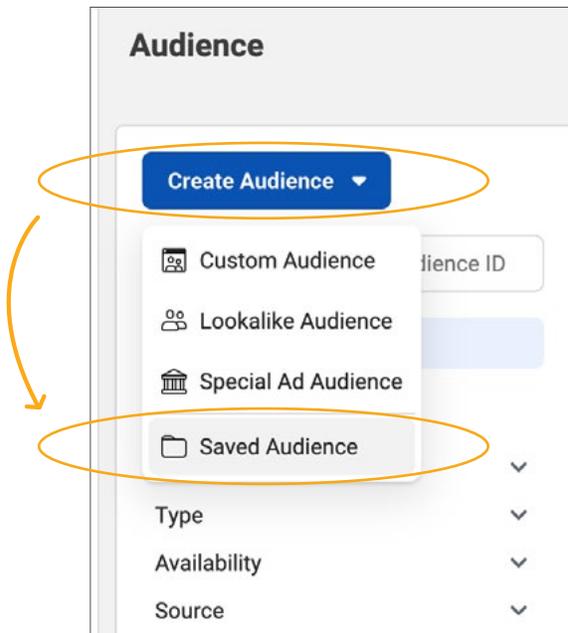
CLICKS = CONVERSIONS!



1. Head on over to “Audiences” in your Facebook Business Manager.



2. Click on “Create Audience” and then “Saved Audience.”



3. Name your audience and enter the location, ages, gender, and language (if applicable).

Create a Saved Audience

Audience Name
Name your audience

Custom Audiences
Add a previously created Custom or Lookalike Audience

Exclude | Create New ▾

Locations
People living in or recently in this location ▾
United States
United States
Include ▾ | Type to add more locations | Browse

Add Locations in Bulk

Age
18 ▾ 65+ ▾

Gender
All Men Women

Languages
Search Languages

Potential Audience:
Potential Reach: 230,000

Audience Details:
• Location:
○ United States
• Age:
○ 18 - 65+

THIS IS THE GOOD STUFF

4. Fill out the “Detailed Targeting” section.

Detailed Targeting
Include people who match ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

▶ **Demographics** ⓘ

▶ **Interests** ⓘ

▶ **Behaviors** ⓘ

5. OPTIONAL: You can narrow your focus by choosing a connection. For example, you could target people who’ve liked your page or exclude them since they already like you!

If you’re offering a free trial to new users, for example, there’s no reason to show it to your loyal customers.

Connections

Add a connection type ▾

2. CUSTOM AUDIENCES

Custom audiences are for targeting people who're further down your sales funnel.

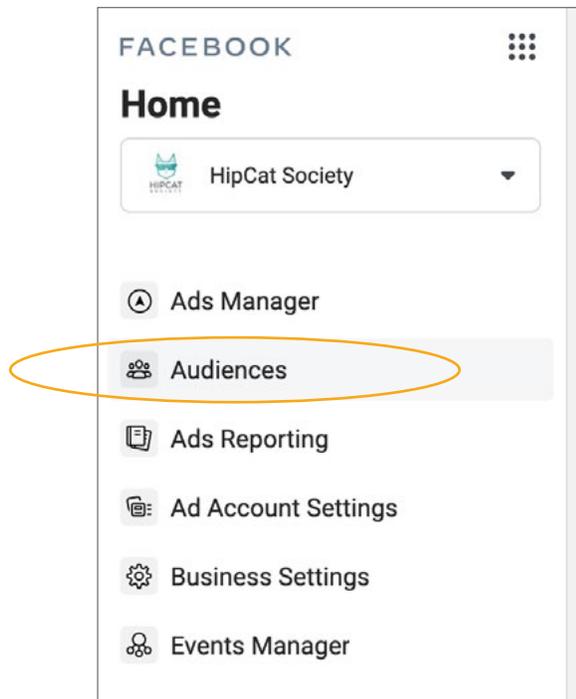
These people already know you, and (more importantly) you know who they are (score!).

You have their email address or phone number. Maybe they've interacted with your content in the past.

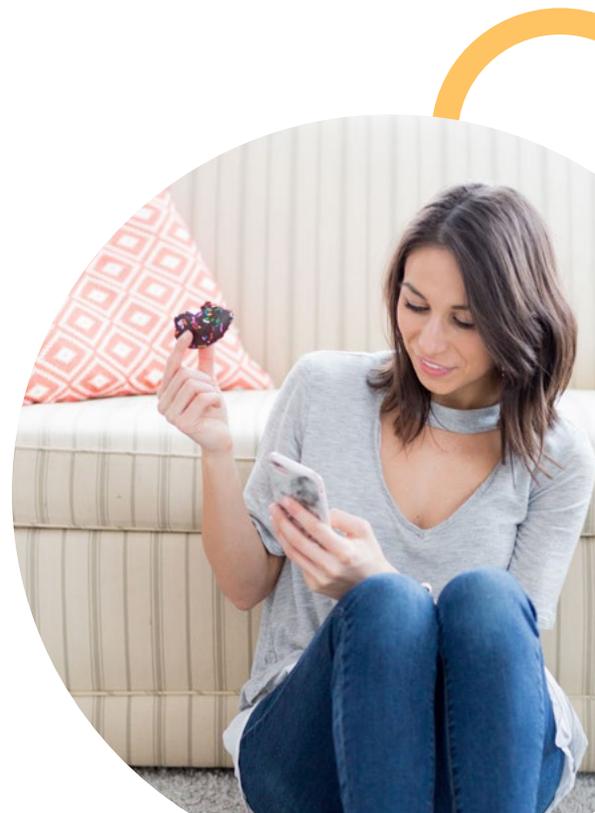
You'll want to use this option when running retargeting campaigns. Let's break these down into the **4 main types of custom audiences.**

But first...

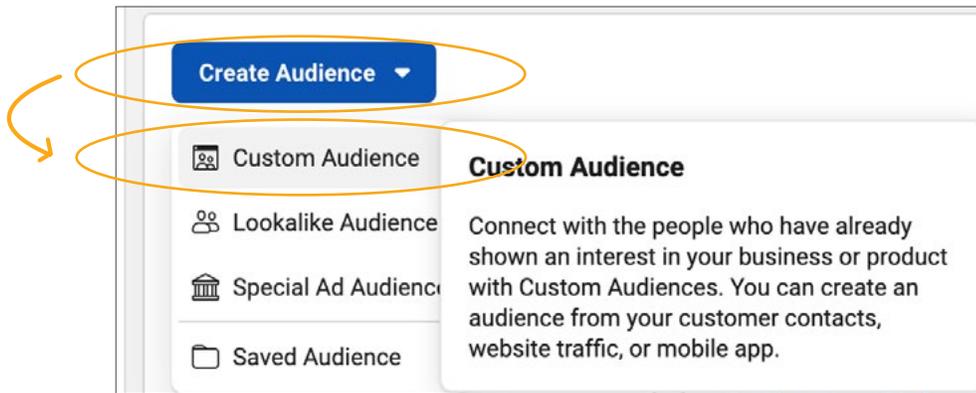
1. Head on over to "Audiences" in your Facebook Business Manager.



*RETARGETING CAN BOOST
AD ENGAGEMENT BY 400%*



2. Click on “Create Audience” and then “Custom Audience.”



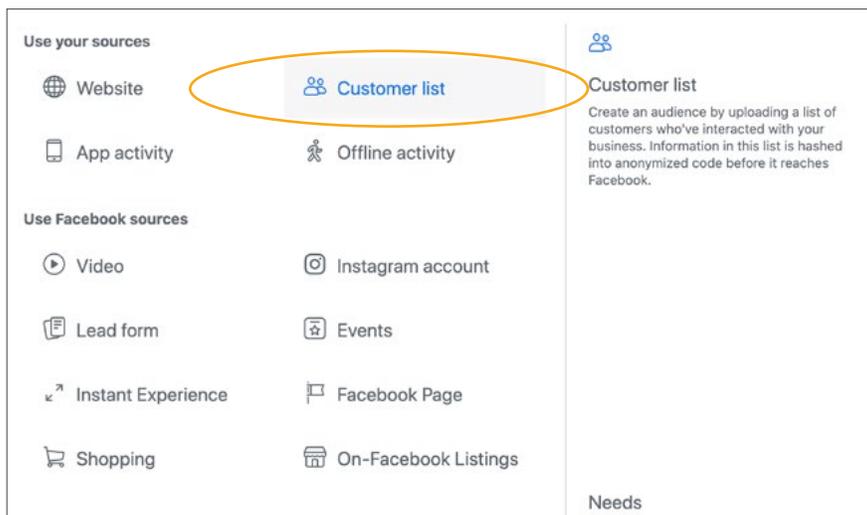
Next, decide which type of Custom Audience you want:

➤ CUSTOM AUDIENCE #1: CUSTOMER LIST

The first type of custom audience is your list of customers.

1. Choose “Customer List” from your available sources.

Building the list is only half the battle - getting them to convert is the other half!



2. Make sure your list has at least one (more is better) of the identifiers listed.

Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate.

Include at least one main identifier

Email Phone Number Mobile Advertiser ID Facebook App User ID

Facebook Page User ID First Name Last Name

Include more identifiers

City State/Province Country ZIP/Postal Code Date of Birth

Year of Birth Gender Age

Add value information to create a value-based lookalike

Customer Value

Your Customer List Information is Hashed

Before the list is sent to Facebook for your audience to be created, we use a

3. Tell Facebook if you have a column in your list for customer value (this is handy but not necessary).

Does Your List Include a Column For Customer Value?

Customer value is a value associated with your customers based on how much and how often they spend towards your business. Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people similar to your most valuable customers.

email	phone	age	value
-----	-----	-----	-----
-----	-----	-----	-----
-----	-----	-----	-----

Yes
Include customer value in your customer list

No
Continue with a customer list that doesn't include customer value

4. Upload a .csv file (from your email list) and name your list. That's it!

Create an Audience From a Customer List

1 Add Customer List [Show Tips](#)

Before uploading your list, make sure you have enough identifiers in the correct format. The list needs to be in a CSV or TXT format.

[Download List Template \(.csv\)](#)

Add a list in CSV or TXT format

Drag and drop your file here or [Upload File](#)

Copy and paste

2 Name Your Audience

Name your audience [Add Description](#)

➤ CUSTOM AUDIENCE #2: WEBSITE VISITORS

Make sure you have Facebook Pixel installed to target people who've landed on your website.

A Facebook Pixel is “a piece of code for your website that lets you measure, optimize, and build audiences for your ad campaigns.” (Facebook’s words, not ours.)

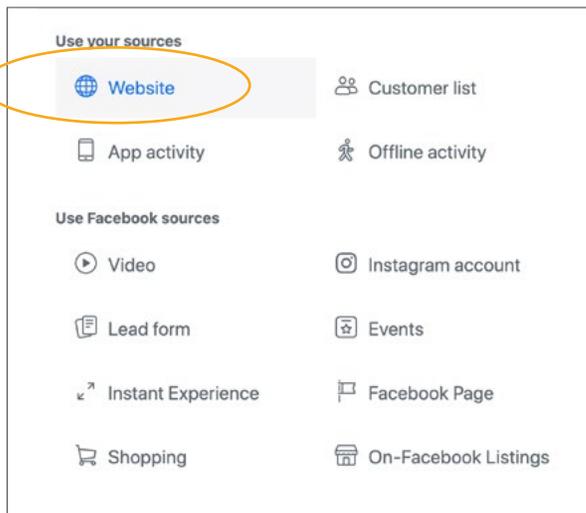
NOTE: In 2017, Facebook replaced its old tracking and conversion pixels. Even if you’ve done this in the past, make sure you’ve updated the code.

Without this Pixel, you won’t be able to track who’s visiting your site and how they’re behaving, which makes it impossible to retarget them through your Facebook ads.

BONUS: [Facebook has a super easy guide](#) to getting your pixel up and running.

1. Choose “Website” from your list of available sources.

Only 2% of shoppers convert on the first visit to an online store. The goal of retargeting is to bring back the other 98%.



2. Select the right pixel and choose a time frame.

TIP: 30 days is a good place to start. It means people visited your website recently, so your brand is fresh in their minds.

Create a Website Custom Audience

1 Add People to Your Audience [Show Tips](#)

Include people who meet ANY of the following criteria:

- HipCat Society FB Pixel
- All website visitors in the past 30 days

[Include More People](#) [Exclude People](#)

2 Name Your Audience

Name your audience 50 [Add Description](#)

3. Name your audience. Be descriptive like “Website Visitors - 30 days” and hit “Create!”

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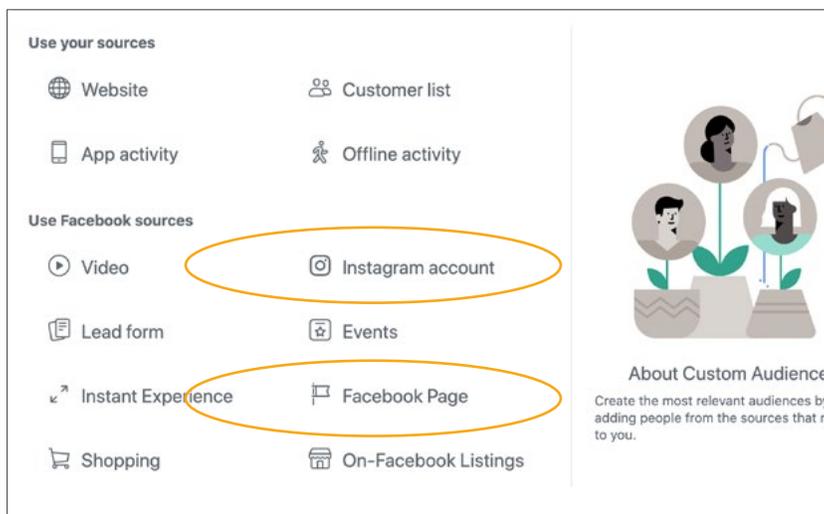
➤ CUSTOM AUDIENCE #3: INSTAGRAM + FACEBOOK ENGAGED

You can target people who've liked one of your posts but didn't follow you on Instagram or liked your Facebook page. So. Cool. Right?!

It's another reason why creating killer content is super important. If they engage with your stuff, you can serve ads to them!

BONUS: Create a separate audience for "Facebook Engaged" and "Instagram Engaged." Then, target them and run the same ad on both platforms.

1. Choose either "Instagram Account" or "Facebook Page" from the list of available sources.

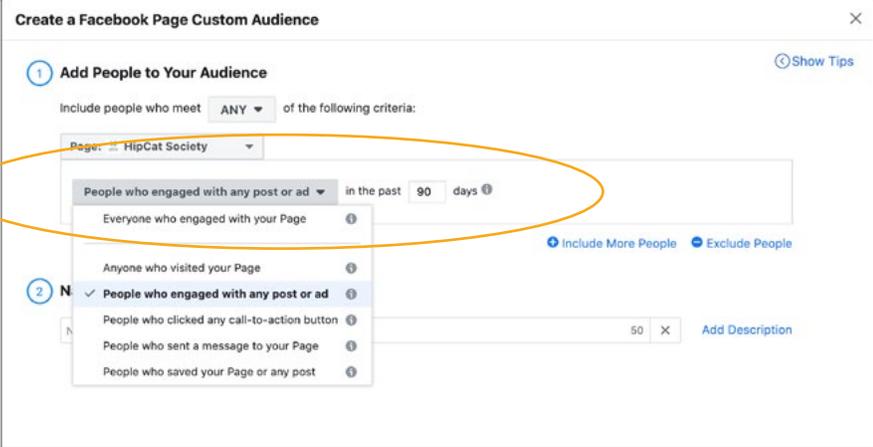


RE-POST ON BOTH PLATFORMS!

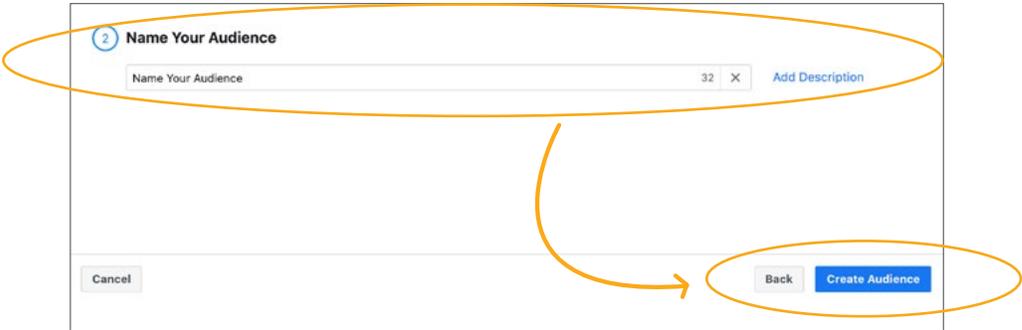


2. Choose “People who engaged with any post or ad” and select your time frame.

TIP: 90 days is a good place to start.



3. Then name your audience and hit “Create.”



CONSISTENT POSTING = AUDIENCE GROWTH



➤ CUSTOM AUDIENCE #4: VIDEO ENGAGED

If you think videos aren't all that important, think again!

Social media **videos generate 1200% more shares** than text and images combined! ([SOURCE](#))

You don't want to miss out on all that sharable-goodness!

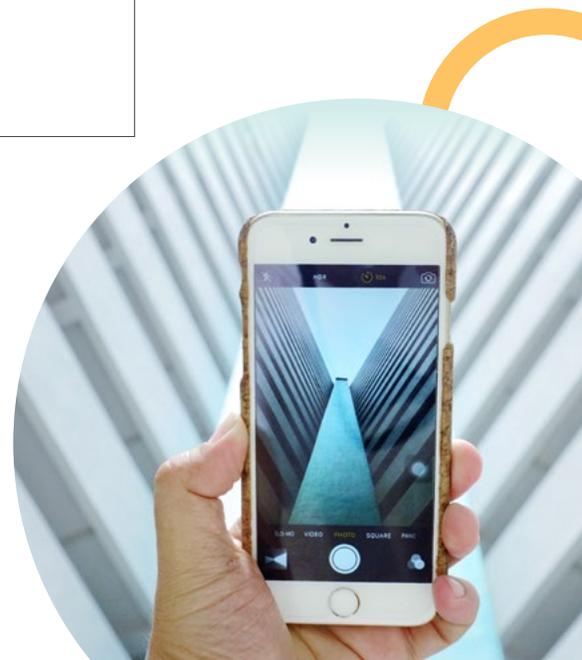
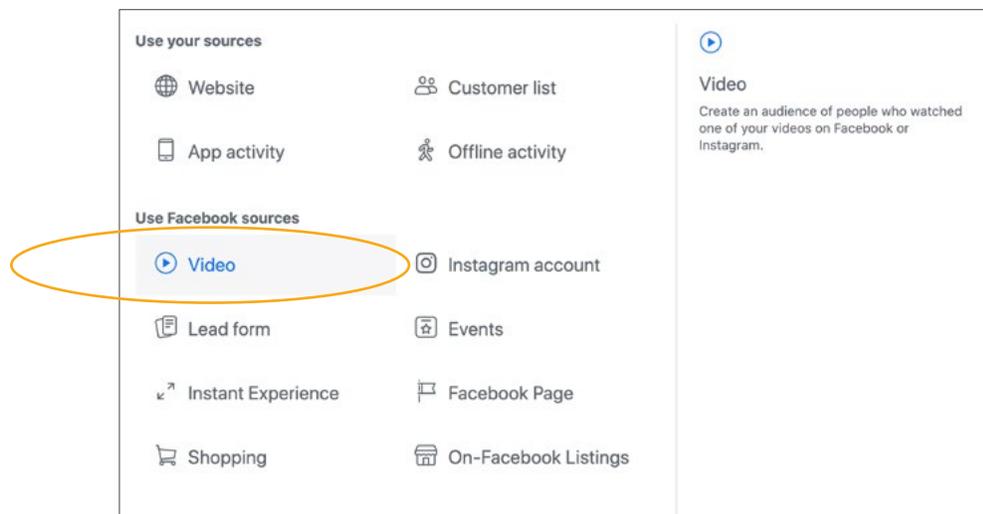
Here's another way to think about it: Imagine you created a 30-minute show about your product, and somebody watched 95% of it.

That's someone who thinks you're providing value. They just need a little, subtle nudge to become a paying customer.

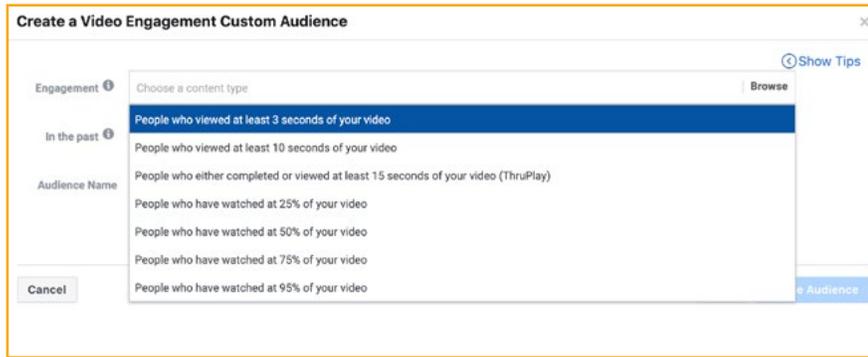
The moral of this tip:

When you create video content, you get even more detailed customization when creating your audiences.

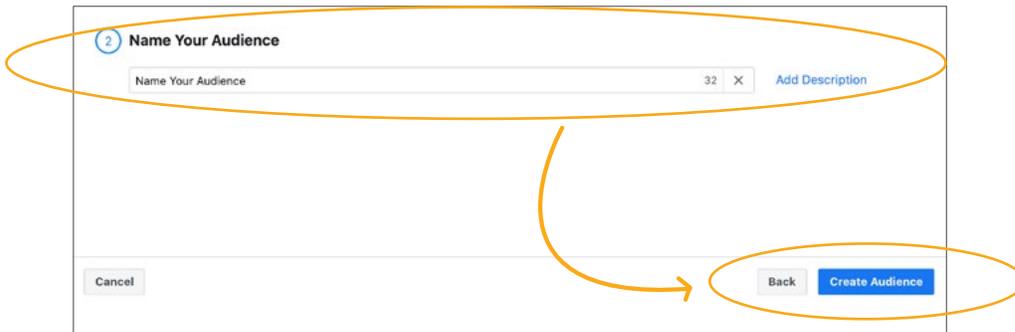
1. Choose "Video" underneath "Use Facebook Sources."



2. Pick your time frame and how long you want people to view your video.



3. Name your audience and hit "Create."



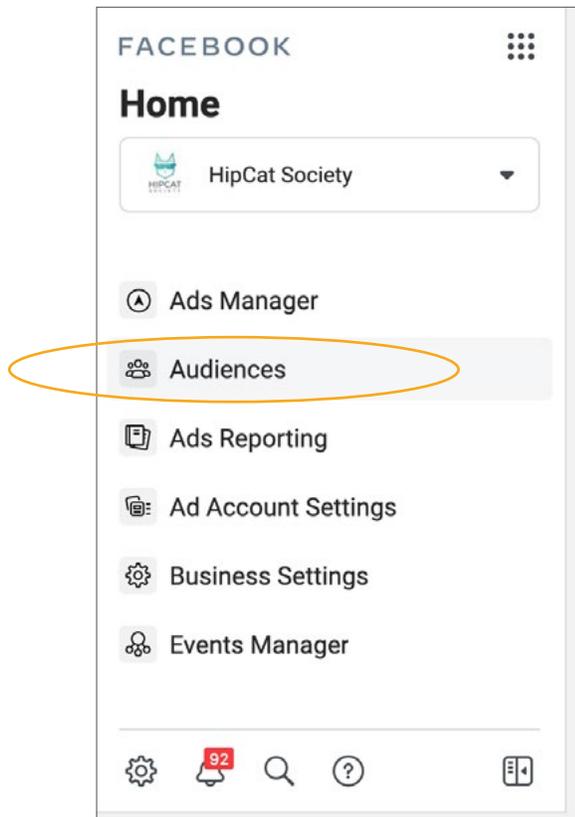
GIFS COUNT AS VIDEOS!



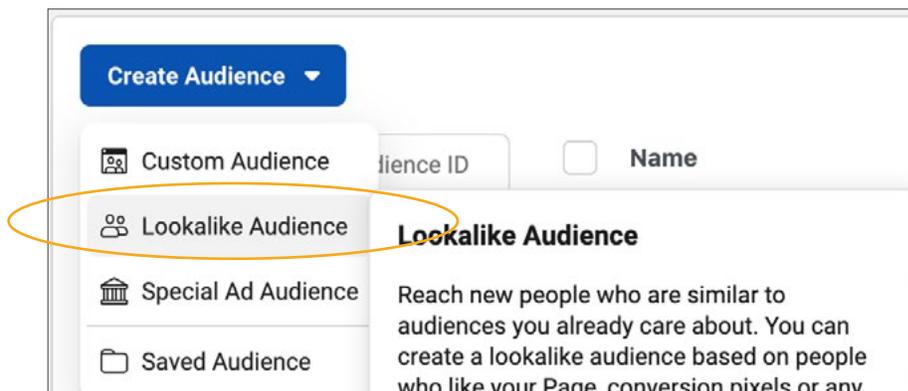
3. LOOKALIKE AUDIENCES

Lookalike audiences take advantage of all that data Facebook’s collected for over a decade now. They take everything they know about your various audiences and find people just like them! Pretty badass, huh?

1. Head on over to “Audiences” in your Facebook Business Manager.



2. Click on “Create Audience” and then “Lookalike Audience.”



3. If you choose “Other Sources,” create a lookalike audience based on any of your Custom Audiences.

1 **Select Your Lookalike Source** ⓘ

Select an existing audience or data source

Value-Based Sources **Other Sources**

2 All Pixel Fires- 60 Days Custom Audience

Booked a Brandmaster Call: Toolbox Funnel Custom Audience

Downloaded Toolbox Custom Audience

3 FB Video Views 90 Days (3 seconds) Engagement Custom Audience

4. If you choose “Value-Based Sources,” target people who’ve made a purchase on your website.

2 **Select an Event With Value** ⓘ

Purchase (Recommended) Other Event With Value ▼

ⓘ We look at the frequency and recency of your selected event, as well as the values it contains.

Highest value passed	Lowest value passed	Unique customers
\$0.00	\$0.00	-

ⓘ We received 0 Purchase events that contain value from your pixel in the past 60 days.

5. Pick your location and audience size.

1% are the people most similar to your source. The higher the percentage number, the larger the audience. But, it'll also include people with less similar attributes.

2 **Select Audience Location**

Search for regions or countries | Suggestions | Browse

3 **Select Audience Size**

Number of lookalike audiences ⓘ 1 ▼

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

GO OUT THERE + FIND YOUR CUSTOMERS

You've got your targeting down!

What's next?

- Come up with an irresistible offer. Use [The Ultimate Offer Builder](#) to guide you!
- Build your Ad Campaign.
- Let the right people come flocking to you.



Need some help targeting your audience?

WE'VE GOT YOU!

Chat with Divina, and let's see how we can help.



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Director of BrandMaster Services

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CHAT WITH A BRANDMASTER

