


The background of the slide features a grayscale photograph of the Edelman logo, which is composed of large, three-dimensional block letters. The logo is positioned on a stone wall, and the perspective is from a low angle, looking up at the letters. A large, dark, semi-transparent geometric shape, resembling a stylized 'X' or a large arrow, is overlaid on the left side of the image, partially obscuring the wall and the logo.

HOW TO BUY SMART ON **FACEBOOK** – BY REACHING THE **RIGHT AUDIENCE**

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Audience – Message – Channel – Algorithm



Who is our audience and what do we know about them?

How can we use that to reach them online (on Facebook)?

What do you know? What resources can you leverage?

- What type of person is most likely to help you achieve your goal?
- Has your company done any audience research or persona development work?
- Does your audience meet a specific demographic profile?
- Is your audience confined to specific geographic areas?
- Can you identify any interests or behaviors that align with your organization or company?
- What are the purchasing or media consumption habits of your audience?
- Is your audience affiliated with specific types of organizations?
- Does your audience have a specific political affiliation (we are in DC)?
- Do you have a website?
- Do you have a newsletter or customer, member or donor lists?

Use Facebook's Advertising Tools to Find Your Audience

Interest and Behavior Targeting

- Identify your audience by their demographics, expressed interests, prior behaviors and values.
- These targeting parameters can be additive, layered or excluded.

Retargeting

- Engage with people who visit your website.
- Target anyone or just people who take a specific action.

Direct Match Audiences

- Upload your contacts and engage this audience directly on Facebook.
- Use emails, addresses, phone numbers to create this audience.

Lookalikes

- Want to expand past your retargeting or direct match audiences? Let Facebook identify a lookalike audience who shares similar demographics, psychographics and online behaviors.

Interest and Behavior Targeting



How It Works

Define your audience by

- Demographics: age, education, household income, political affiliation
- Interests: hobbies, activities
- Behaviors: purchase behavior, TV consumption,

Targeting can be

- Additive – trait A **OR** trait B
- Inclusive – trait A **AND** trait B
- Exclusive – trait A AND/OR trait B, but **NOT** trait C



Use Cases

You are looking to target an audience based on

- A well described persona – values, attributes, affinities
- Affiliation to organizations, causes, etc...
- Purchase behaviors or media consumption habits

Retargeting



How It Works

Place Facebook's universal pixel on your site and create a Custom Audience based on website visits. You are now able to serve ads specifically to this audience.

Keep people in this audience for as long as 180 days to draw out engagement and serve them a series of ads, or just a couple of days and use it as a way to provide a quick ad follow up after they've visited your website.

You can also limit this audience and only retarget people who take specific actions on your website.



Use Cases

- Your audience is the people who visit your website
- You want to deliver follow up messaging to people after they've visited your site
- You don't know how identify your audience online, but know audience engagement on your site is good

Direct Match Audiences



How It Works

Upload customer or supporter lists to Facebook. This list can include emails, addresses and phone numbers. Facebook then matches that data to their user data.

You are not able to target users individually, but you are able to target them specifically as a larger group.



Use Cases

- Create another touchpoint to reach people who receive your newsletter
- Target your membership base
- Target current or previous customers
- Target people who have made donations or have volunteered with your organization

Lookalikes



How It Works

Take any custom audience – retargeting or direct match – and let Facebook identify people who share similar demographics, psychographics and online behaviors with this audience. This allows you to take an audience as small as a few hundred, and expand it to several million.



Use Cases

- Target people similar to those who visit your website
- Target people similar to those who take an action on your website
- Target people who are similar to those on your customer or supporter lists

Case Studies



Social Media campaign to engage Facebook audiences around events and new product offerings.

Targeted ITDMs, BDMs and lookalikes of their online community discussion forum.

Lookalike audience had a 15% higher CTR.



Smithsonian
National Museum of the American Indian

Facebook and Display campaign to draw attention to new exhibit.

On Facebook, targeted interest based audience (museums, Native American issues, etc...) and website visitors (retargeting).

Retargeting audience had a 24% higher CTR.



Questions?

Thank you