



## [How to Build A Retargeting Ad on Facebook](#)

### [What are Retargeting Ads?](#)

Facebook retargeting ads are an incredibly effective way to market your brand and/or generate profitable leads for your list.

To some it can be a little bit frightening, especially if they have never done Facebook ads before. In reality, it's not that scary. In fact, it's potent, it's powerful.

If you do it right, it can be the most profitable marketing you've ever done.

Retargeting ads are advertisements that are presented to people who have already interacted with a brand in the past.

For example, if you go to a website you may see their ads popping up all over your Facebook feed for the next few weeks.

These ads are effective because they are being shown to people who have already, in some way, demonstrated interest in your brand. There is no better group of people to market to.

### [The Audience](#)

There's an endless possibility for customization for what audience you'll be retargeting, as there are many ways somebody can interact with your business. You can create an audience of people who've visited your site, who have started the checkout process, who have seen a video on your Facebook page, people who have liked one of your posts and so on.

You can also exclude certain people from your audience. You can also determine who's in your audience based upon how long ago the interaction occurred.

There are a lot more variables you can customize, allowing for a lot of creativity in who you will be retargeting.

## [The Facebook Lead Ad](#)

For retargeting to work, there must first be a flow of traffic to some aspect of aspect of your brand – these are the people you are retargeting.

Retargeting ads absolutely rely on initial traffic before they can work.

That is, before you can narrow down an audience and show ads to only people who have seen your ads before, or who have visited your sales page, you need to establish some volume of people doing whichever of those actions you use for the retargeting ads and that volume must continue for the retargeting method to be effective.

Retargeting is a fantastic way to generate lots of additional conversions for a little more ad spend, but it *is* an addition to an existing campaign.

An extra potent way to generate the traffic needed for your retargeting campaign is through the Facebook lead ad.

A Facebook lead ad exists as a form or a survey on the recipient's feed. When they fill it out, they're entered into your list for you to remarket to.

## [The Setup Process for Your Audience](#)

The first thing you want to do is to setup your retargeting list. In Facebook's ad manager, this is called an 'audience'.

To do this go click "Ads Manager" once you get into your Facebook Business Manager.

After clicking this you will see a dropdown menu, under the "Advertise" section of this menu select "Audiences".

Once in the audience page, click the blue "Create Audience" button in the upper left corner. Click "Custom Audience" once the new menu pops up.

From here, you get a few options for what sources you want for your traffic. Select "Lead Form".

After this selection, a box comes up with a few prompts.

The first prompt asks who you want to include in your audience. It asks whether your audience will be:

1. Anyone who opened this form
2. People who opened but didn't submit form
3. People who opened and submitted form

You can select any one of these options for your audience to be viable, but the third option will be the most receptive to your marketing and make the most sense as a choice, since they completed the form.

Then it asks how you want to target people based off of how long ago they engaged with the form.

Usually the shorter the timeframe the better. For example, including "anybody who opened this form in the past 14 days" in your audience will be more effective than "anybody who opened this form in the past 90 days".

You can select to include more people or exclude more people as well.

One of the prompts asks you to "Select specific form(s)". If you don't answer this prompt, the audience you're building will just be made up of any form filled out within the time frame you select. It's better to select just one form for an audience, as the more narrowly targeted an audience is the more effective that audience will be.

Next, you just name your audience. Make it memorable so that you don't forget what that audience is, as you may build many many different audiences and get confused as you amass a gigantic library of audiences.

You can get creative with the audiences you create. For example, you can make three audiences surrounding the use of one form, one that has used it within the past 10 days, then 11-30 days, then 31-90 days..

Don't forget to select which page the audience is for.

Once your information is filled out satisfactorily, click "Create Audience", and now you have an audience to market to.

After creating this audience, another box will come up with suggestions but just ignore this new box.

After the creation of your audience, you should now see it under the "Audience" section of the ads manager. Once it's ready to go, it can be targeted by ads that you create.

### [Audience Delay](#)

Don't use your audience for anything within the first 24 hours it is created, as Facebook is building this audience in the process.

During this process you may see errors or weird messages, just ignore them.

When you see a "ready" signal with a little green light, then you know your audience is ready. Before then, the status of your audience may be displayed as "populating".

## [On Pixels](#)

Before you continue, go back to your training and make sure your Facebook Pixel is setup on your website.

Pixels are essential for tracking and retargeting, and without them you're at a great disadvantage.

You can use your pixel to retarget all kinds of neat website interactions. Page visits, checkouts, etc.

## [Creating Your Adset](#)

Now, when in the Facebook Ads Manager, create your adset.

When creating any of your ads, on Facebook there will be two components in its creation. The first is the adset, which specifies things like targeting, budgeting, etc.

The second component of your Facebook ad is the part called the "Ad". This is the actual display that your audience will see when scrolling through Facebook.

The first question you want to answer once on the adset creation page is what you want to optimize the ad for.

Optimize it for conversions.

This means that you're telling Facebook you want the ad to be optimized for sending people to your website to carry out an action.

Under the pixel section of the adset creation page, there will be a question that asks you to choose an event. Select "Initiate checkout" for this event.

Facebook will be collecting data as the ad is ran to optimize for getting viewers to the checkout page of your offer.

As you improve and scale your ad campaign, change that event from "Initiate checkout" to "purchase". The reason you start off with initiate checkout instead of an outright purchase is so that the Facebook AI is able to collect data on your campaign.

It's easier for the Facebook AI to analyse checkouts at first because there are many more checkouts than purchases and at first your audience will be a very small group. That small group making a small amount of purchases (compared to checkouts) won't be enough data for Facebook to properly optimize.

Under the audience section, select the audience you created earlier. You can advertise to multiple audiences or exclude certain audiences if you want.

Remember, don't use the audience until it's 24 hours old – you can get some weird issues if the audience is under a day old.

Further down the page, you can filter down the audience by age, gender, location, or language. It's best not to tinker with these filters, maybe select for certain locations if you can only do business with certain countries for whatever your business is.

You can filter even further for people who have certain interests. For example, if you're selling garden tools you can filter your audience even further so that your ad is shown only to members of your created lead form audience who are interested in "gardening".

Under the "Detailed Targeting" section of the adset page uncheck the box that reads "Reach people beyond your detailed targeting selections when it's likely to improve performance."

Enabling this option allows Facebook to target whoever they want for your ad, you just want to target your specific retargeting audience, so for this case it should not be turned on.

Your retargeting ad should be 10-30% of the budget spent on your lead form ad.

If you're brand new to retargeting and you're just getting started, start off your budget on the low end of this spectrum.

## [Creating Your Ad](#)

On this section, you create what your ad will actually look like.

There is no need to create an extra complicated, extravagant ad.

Just select "Single Image or Video" for your ad type if you're new to Facebook ads. The other options are more advanced, for now all you need is the simple picture or video.

Get more creative and try different ad/media types as you scale, optimize, grow your audience, and become more advanced with Facebook marketing.

Under the "Media" section, there are a lot of interesting things you can do, but for the sake of this specific training, keep it simple. Here, you can upload the media you will use.

If you don't have any videos or images to use, you can use the "stock photos" option of this section for your ad. There is an enormous library of pictures you can use through Facebook's stock photo section.

Just know that even though a picture may be on Facebook's stock photo library, that it doesn't necessarily follow Facebook's ad guidelines. Many people choose an image that violates some rule and their ad gets terminated, even though the picture was found on Facebook's stock photography library. Just be vigilant and only select images compliant with Facebook's rules.

Now you get a preview of your ad and what it will look like for mobile and desktop viewers. The next section "Texts and links" allows you to select just that: text and links.

Craft some brief, yet compelling copy to capture the attention of your viewers for your primary text.

Now come up with a bold statement or promise to put for your headline – the description is optional.

For the website URL put the URL of the sales page that you are promoting.

Now use the "call to action" section to choose a compelling button that appears under your ad. You can have it say "Learn more", "Subscribe", etc.

Once your ad is to your liking, click "Review", which will take you to a popup to review your ad. Now click "Save to draft" and publish it when you are ready.

Don't forget to accurately name your adset and your ad.

At first, simply craft your ad so that it's a direct offer. Directly present your product to the audience. As your audience grows, you scale your campaigns, and you optimize for the best type of ad, try out different angles.

You can experiment with different types of media, different types of copy, different offers (maybe an upsell or a free plus shipping offer as opposed to a plain direct offer), try marketing your product as solving different types of problems, etc.

People get sick of seeing the same exact ad over and over and over again. Eventually, people will tune out a message if it's literally the same exact message unchanged over weeks.

While repetition itself isn't necessarily a bad thing (it can be a great thing while executed correctly – most people are more inclined to buy if they see a brand multiple times over multiple channels), the same thing repeatedly unchanged becomes ineffective. Tweaks and changes to your ad as you scale will improve performance.

### [Non Lead Form Retargeting Lists](#)

Start with the lead form ad to build a retargeting audience, and as you scale try different methods for building that audience. While the lead ad is an incredibly easy and effective way to build a retargetable audience, there are many other ways to build an audience without a lead form ad, especially if your pixel is setup.

With the pixel you can retarget an audience of people with some pretty interesting behaviors. You can retarget people who have started your checkout process, anyone who

has browsed your website EVER, people who have viewed videos on your site EVER, and so on.

Statistically, ads that use a pixel on their site to retarget are some of the most effective and profitable ads out there. After all, there's no group more profitable than people who have already bought from you.

Facebook enables you to get creative with your pixel targeting. You can target based off of how long they spent on your site, how many pages they viewed, how far they went down your funnel, if they started an action on your site but didn't finish, etc.

If you have a list of customers or leads that you already have, then you can upload it to Facebook and it can target those leads with incredible accuracy. Just be sure to use a legitimate list that you yourself have built and received permission to contact them.

Many people buy lists or scrape emails to build a list without getting their permission and use this to market to. Not only is this incredibly ineffective (you will likely lose money purchasing a list) but it is against the terms of service on Facebook and many email companies – contacting these lists WILL get you in trouble. So don't use them.

Another great audience Facebook let's you retarget is people who have messaged your page. These people have already gone out of their way to extend a line of communication with your brand, making them more receptive to communication from you.

This retargeting method is especially powerful for Givebot users, since they have thousands of hot leads messaging their page, incredibly receptive to promotional messaging from you.

Another fantastic retargeting audience is people who have engaged with your page. That means people who have liked posts, commented, followed, saved your posts, and a whole lot of other engagement actions. You can get creative with this type of audience, picking, choosing and excluding the types of engagements you would like to include.

No matter which retargeting angles you try as you go on your retargeting adventures, all of the methods listed above are effective in their own way – it all depends on your strategy and what goals you have in mind for your ad campaigns. The best way to learn is through trial and error.

## [Overall Strategy](#)

First you build up your retargeting audience, however that may be. Maybe it's by driving people to your site, getting a post with a huge amount of likes, with a lead form ad, by getting messages to your page, etc. Many of these methods will require an ad to generate that traffic.

It's recommended that when building an audience, generate a list of that audience consisting of their email, names, etc. This is important for later.

Next, sit and let this audience populate as traffic is driven wherever you need it to be driven to.

Once your audience is built up and you have a list of leads to market to, start hitting them with an email sequence.

As soon as possible (considering the 24 hour audience creation wait period) start hitting them with your retargeting ad, preferably on both Facebook and Instagram (Facebook allows you to show ads to both platforms) while continuing to email them.

This multichannel wave of communication combined with the retargeting makes for an audience that is incredibly familiar with your brand, meaning that they are more likely to be buyers.

Once this intricate flow of attention is setup, optimize where necessary and scale once it is very profitable.

Know that this guide is NOT comprehensive – this doesn't cover Facebook advertising in its totality, it's just an introduction to Facebook retargeting ads.