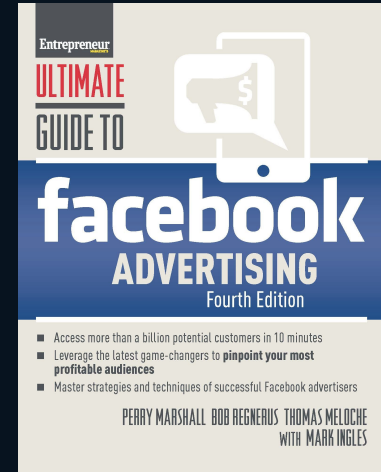


Building a Perfect Audience To Attract Your Best Customers on Facebook



BOB REGNERUS



ADVERTISING GOAL:

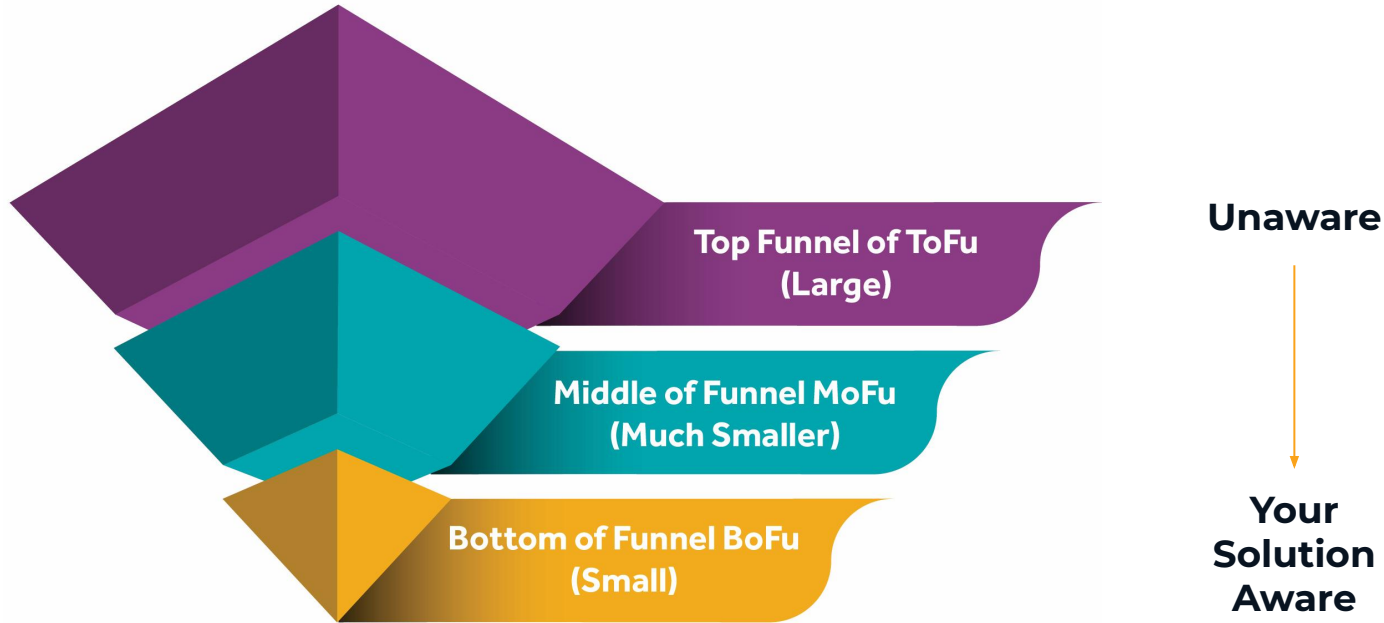
Build Highly Responsive Facebook Ad Campaigns That Deliver The **Right Content** At The **Right Time** To The **Right Audience**

Customer *Awareness* Timeline

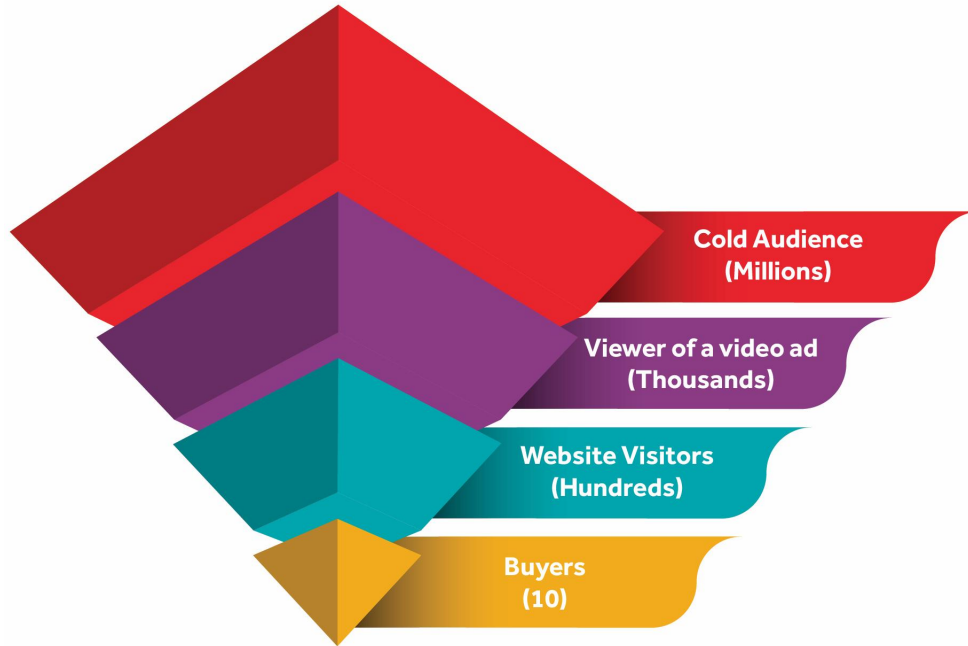


1. **Unaware** - Person is unaware you exist and has no problem to solve or desire to fulfill
2. **Problem Aware** - Person is aware of a problem to solve or desire to fulfill
3. **Solution Aware** - Person is aware of possible solutions for their problem or desire
4. **Your Solution Aware** - Person becomes aware that you are a possible solution for their problem or desire
5. **The Most Aware** - Person has narrowed their choice to a few providers including you

Funnels



Funnels



Unaware

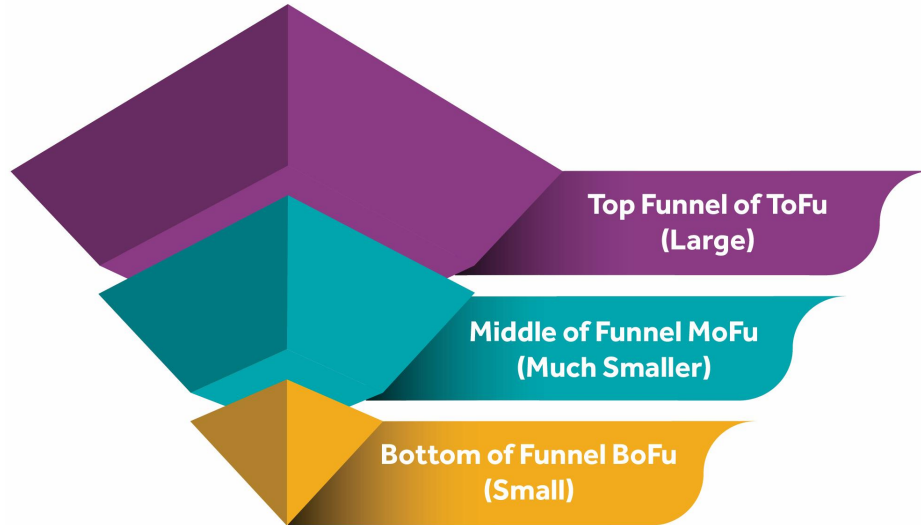


**Your
Solution
Aware**

Timing Your Content

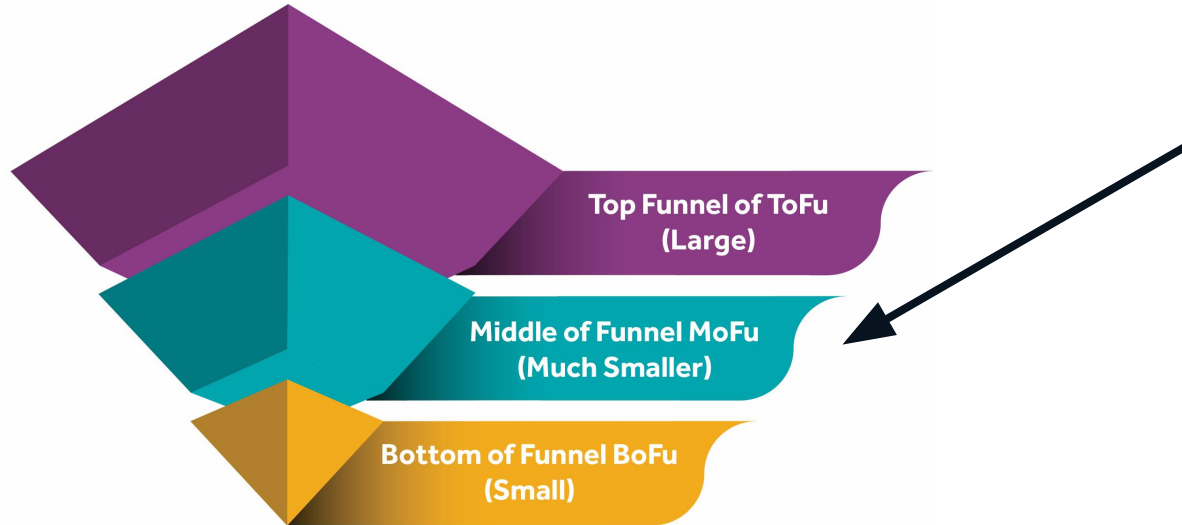
a THE AD COACHES

Entrepreneur.



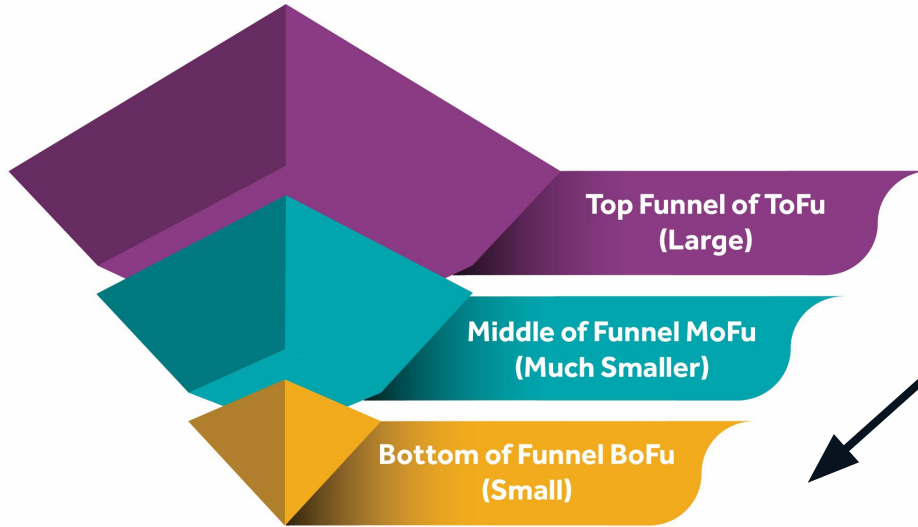
TOFU Goals?

- Get Attention
- Show an Understanding of the Problem
- Identify the Need



MOFU Goals?

- Build Rapport and Nurture
- Demonstrate Competency and Credibility
- Increase Desire



BOFU Goals?

- Answer Objections
- Explain Benefits
- Give Call To Action

Defining **Audiences**

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All Good Audiences Start with Knowing
Who Your Customers Are and Why
They Will Buy Your Product

Who Follows and Why?

Entrepreneur

All Great Advertising Is Focused
On Customer Transformation

How Are Entrepreneurs Changed By
Being Part of the Community?

Entrepreneur

Building **Audiences**

a THE AD COACHES

Entrepreneur.

Audiences Are Lists That You Can Create
Within Facebook To Use For
Both **Targeting** And **Modeling**

Audience Level #1 - Custom Audiences

- Customer - Lists of Customers and Prospects
- Website - Pages people visit
- Video - Videos people watch on FB/IG
- Apps - People who interact with your mobile app
- Engagement - People's engagement activity on FB/IG

Audience Level #2 - Lookalike Audiences

Custom Audiences Are The Model For Lookalike Audiences

- Customers
- Prospects
- Visitors
- App Users
- Video Viewers

Best Lookalike Audiences

- 1% Lookalike of Customers
- 1% Lookalike of Prospects
- 1% Lookalike of Top 25% of Website Visitors over (30/90/180) Days
- 1% Lookalike of 95% Video Viewers over (7/30/90) Days

Audience Level #3 - Interest Audiences

Built From Aggregating Demographic and Psychographic
Data Facebook Knows About It's Users

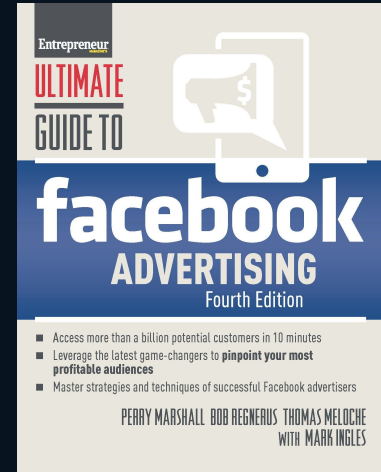
Interest Audiences

- Go as wide as possible to take advantage of the Optimizer
- Beware of overly generic interests
- Don't trust job titles and user self-reported data
- Overlay with demographic data that makes sense (like eliminating 18-22 years olds or senior citizens)

THANK YOU



BOB REGNERUS



UltimateFB.COM

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