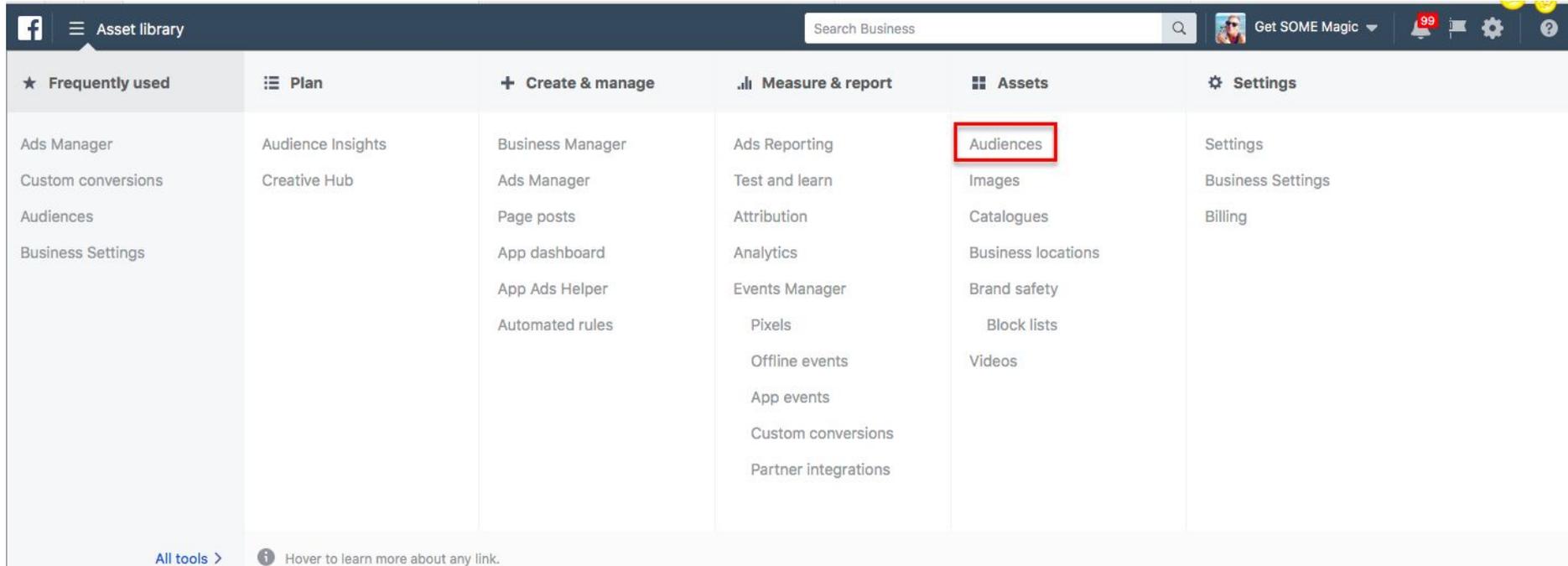




# Profile based Audiences (Saved Audiences)

# Profile based Audiences

Select “Audiences” from the menu.



The screenshot shows the Facebook Business Manager interface. At the top, there is a dark navigation bar with the Facebook logo, a hamburger menu, the text "Asset library", a search bar labeled "Search Business", a user profile for "Get SOME Magic", a notification bell with "99", and settings and help icons. Below this is a main menu with six categories: "Frequently used", "Plan", "Create & manage", "Measure & report", "Assets", and "Settings". The "Assets" category is expanded, and the "Audiences" option is highlighted with a red rectangular box. Other options in the "Assets" category include Images, Catalogues, Business locations, Brand safety, Block lists, and Videos. The "Frequently used" category lists Ads Manager, Custom conversions, Audiences, and Business Settings. The "Plan" category lists Audience Insights and Creative Hub. The "Create & manage" category lists Business Manager, Ads Manager, Page posts, App dashboard, App Ads Helper, and Automated rules. The "Measure & report" category lists Ads Reporting, Test and learn, Attribution, Analytics, Events Manager, Pixels, Offline events, App events, Custom conversions, and Partner integrations. The "Settings" category lists Settings, Business Settings, and Billing. At the bottom left, there is a link "All tools >". At the bottom center, there is an information icon and the text "Hover to learn more about any link."

★ Frequently used	☰ Plan	+ Create & manage	📊 Measure & report	🗑 Assets	⚙ Settings
Ads Manager	Audience Insights	Business Manager	Ads Reporting	<b>Audiences</b>	Settings
Custom conversions	Creative Hub	Ads Manager	Test and learn	Images	Business Settings
Audiences		Page posts	Attribution	Catalogues	Billing
Business Settings		App dashboard	Analytics	Business locations	
		App Ads Helper	Events Manager	Brand safety	
		Automated rules	Pixels	Block lists	
			Offline events	Videos	
			App events		
			Custom conversions		
			Partner integrations		

[All tools >](#) ⓘ Hover to learn more about any link.

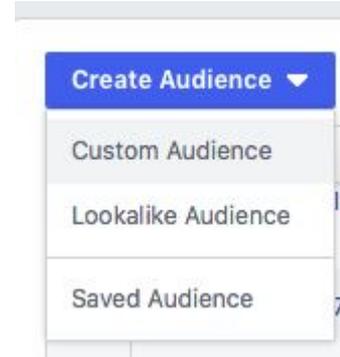
# Profile based Audiences

There are three different audience types that you can create and target with Facebook Ads. Let's start with "Saved Audience" or as I call it: "Profile based Audience".

Here you create an audience out of the information people give to Facebook through their profile or behaviour.

Especially in the beginning of your Facebook ads journey you need to use Profile based Audiences.

Later you will mostly work with Lookalike and Custom audiences.





# Profile based Audiences

Let's start at the top and work our way down.

I recommend you create the audience first and select a name after you know what you've actually created. Then you can put the main characteristics of your audience in the name.

For example mine looks like this:

PBA\_20-45\_female\_selfemployed\_other\_coaches\_social\_media  
PBA\_Interests\_Marie\_Forleo\_and\_others  
PBA\_Coaches\_18-65\_female\_Europe

I recommend you start the name with "PBA" so that you'll always know that this is a Profile based Audience

Audience Name

# Profile based Audiences

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create new ▼

Here you can include or also exclude Custom Audiences.

One case study: You want people to sign-up for your freebie but you don't want to target people who **HAVE** already signed-up for it in the past.

So you'll need to exclude the Custom Audience of the existing subscribers.

We'll cover Custom Audiences in the future, so for now just remember that this is where you exclude them.

# Profile based Audiences

Locations ⓘ

People who live in this location ▼

Cyprus

📍 Cyprus

📍 Include ▼ | Type to add more locations

Browse

Where do your ideal clients live? In which country or countries? Add them all here. You can also add complete areas like “Europe”.

When you click on the little arrow you can also target people who are currently travelling in one of your selected countries, which is especially cool for tourist events and offers.

# Profile based Audiences

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Age and Gender - select what makes sense for your business and specific offer you have in mind.

Stay close to your one ideal dream client that you should always have in mind when setting up audiences.

# Profile based Audiences

Languages ⓘ

If you're only targeting people in one country you don't need to choose anything here as Facebook will know which language they normally speak.

If you're targeting multiple countries you want to choose the language your ads are in. Go for "English (All)" if your ads are in English.

Be sure to always choose one language only (the one your ads are in) and never more than one.

# Profile based Audiences

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | Browse

[Exclude people](#)

Now we come to the most exciting part of Profile based Audiences: The detailed targeting.

Here you can select demographics, interests and behaviours.

# Profile based Audiences

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | Browse

[Exclude people](#)

Before we dive deeper it's important to understand the options “exclude” and “narrow”.

# Profile based Audiences

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Hobbies and activities > Pets

**Cats**

**Dogs**

Add demographics, interests or behaviours | **Suggestions** | **Browse**

When you simply type in two different interests this could mean that you're targeting people who like:

- Cats
- Dogs
- Cats and dogs

# Profile based Audiences

With “exclude” you obviously exclude specific people.

For example, you could set up an audience of people who like dogs but who do NOT like cats.

[Interests > Hobbies and activities > Pets](#)

**Dogs**

[Add demographics, interests or behaviours](#) | [Suggestions](#) | [Browse](#)

Narrow audience

**EXCLUDE** people who match at least ONE of the following ⓘ ×

[Interests > Hobbies and activities > Pets](#)

**Cats**

[Add demographics, interests or behaviours](#) | [Browse](#)

# Profile based Audiences

With “narrow” you make your audience more specific.

In this case this would mean that you’re only targeting people who like dogs AND cats.

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Hobbies and activities > Pets

**Dogs**

Add demographics, interests or behaviours

**Suggestions**

**Browse**

Exclude people or **Narrow audience**

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Hobbies and activities > Pets

**Dogs**

Add demographics, interests or behaviours

**Suggestions**

**Browse**

and **MUST ALSO** match at least ONE of the following ⓘ



Interests > Hobbies and activities > Pets

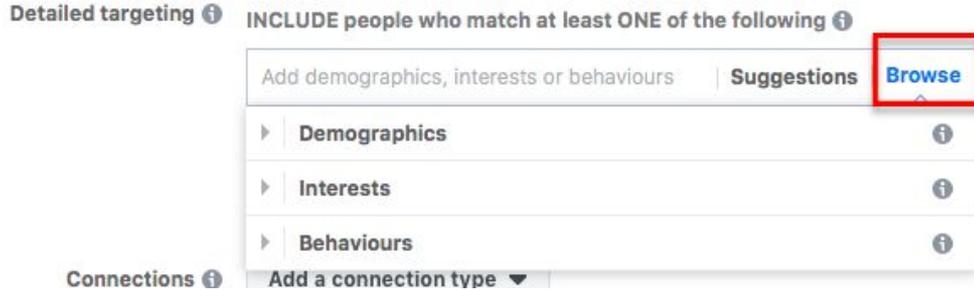
**Cats**

Add demographics, interests or behaviours

**Suggestions**

**Browse**

# Profile based Audiences



When you click on “Browse” you can search around all the different options that can make a big difference in your ads.

# Profile based Audiences

For example: It makes a big difference if you choose “coach” as an interest or a job.

If you want to only target coaches then make sure to only choose “Coach” as a job title or employer. If you were to select “Coaching” as an interest you would reach people who are interested in coaching in general but who are not necessarily coaches.

coach	Interests
Coach	Job titles
Coach	Employers

# Profile based Audiences

Even for the interests -you want to make them as specific as possible.

For instance, if you're targeting horse owners choose "horse care" rather than just "horses".

This way you're much more likely to reach horse owners.

## Potential audience:

Potential reach: 960,000 people



## Audience details:

- Location – Living in:
  - Germany
- Age:
  - 18-65+
- People who match:
  - Interests: Horse care

## Potential audience:

Potential reach: 4,400,000 people



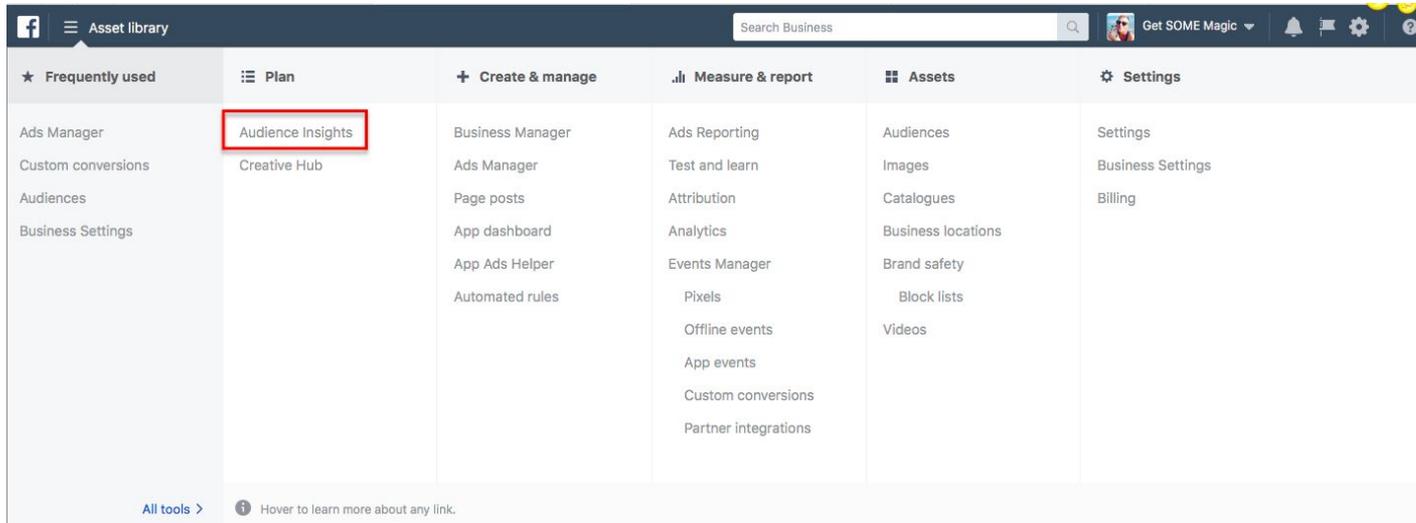
## Audience details:

- Location – Living in:
  - Germany
- Age:
  - 18-65+
- People who match:
  - Interests: Horses

# Profile based Audiences

So how do you find the perfect interests or demographics? Through trying!  
I recommend you always split-test different audiences to see what's working best.

Additionally, you can use “Audience Insights” to find new and cool specific interests that all of your competitors might not be targeting.



# Profile based Audiences

Select “Everyone on Facebook”

Then on the top left you might need to remove the given country and insert the one where most of your ideal clients live.

**CREATE AUDIENCE**

Location ▼

**UNITED STATES**  
All United States

+ Country, region or city

Choose an Audience to Start ✕

 **Everyone on Facebook**

 **People connected to your Page**

Don't show this again

# Profile based Audiences

Now you insert one **Facebook page** that you know your ideal client likes.

For horse owners this could be “Loesdau”  
(a store for horse equipment)

or for online marketing it could be “Gary Vaynerchuk”



**CREATE AUDIENCE**

Location ⓘ ▼

**GERMANY**  
All Germany

Age and Gender ▼

Age  
 —

Gender

Interests ▼

Connections ▼

Pages ▼

**People Connected to**

**People Not Connected to**

# Profile based Audiences

Now you select  
“Page Likes”

GSM GET SOME MAGIC L... Create New Open Save More Create Ad

**CREATE AUDIENCE**

Location

Age and Gender

Age  —

Gender

Interests  Gary Vaynerchuk

Connections

Pages

People Connected to

People Not Connected to

Advanced >

**(New Audience)** 10M-15M monthly active people

People on Facebook

Demographics Page Likes Location Activity

**Age and Gender**  
Self-reported information from people in their Facebook Profiles. Information only available for people aged 18 and older.

35% Women  
43% All Facebook

65% Men  
57% All Facebook

Age Group	Women (%)	Men (%)
18 - 24	28%	39%
25 - 34	35%	38%
35 - 44	21%	15%
45 - 54	10%	6%
55 - 64	4%	2%
65 -	2%	1%

**Relationship Status**  
Self-reported data from people who list a relationship status on...

50% 28%

**Education Level**  
The highest level of education reached based on self-reported ...

70%

# Profile based Audiences

Now when you scroll down a little it will show you which OTHER Facebook pages those people like.

For example: I chose people in Germany and “Gary Vaynerchuk” as an interest.

So now I’m seeing German Facebook pages that my ideal clients might like.

Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <sup>i</sup> ▼	Audience	Facebook <sup>i</sup>	Affinity <sup>i</sup>
Kris Steljes	1	5.6K	47.9K	2234x 
Online Marketing Rockstars	2	7.5K	65.2K	2194x 
Tobias Beck	3	5.4K	57.1K	1791x 
Investment Punk	4	7K	82.9K	1612x 
Dirk Kreuter	5	6.2K	78.2K	1509x 
deutsche-startups.de	6	6.5K	88.6K	1399x 
Gründerszene	7	12.3K	196.4K	1183x 
GEDANKENtanken	8	6.3K	104.1K	1139x 
Bodo Schäfer	9	6K	105.8K	1077x 
t3n Magazin	10	8.6K	171.2K	954x 

# Profile based Audiences

What you do now is go back to your Profile based Audience and check which of these Facebook pages you can actually target as an interest.

Simply type in the name of the Facebook page and see if a result pops up. In our example you could include these two magazines.

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional interests

**Handelsblatt**

**t3n Magazin**

Add demographics, interests or behaviours | **Suggestions** | **Browse**



# Profile based Audiences

In general this gives you a really good idea of your target audience.

Now, to the last option of a Profile based Audience:

# Profile based Audiences

Connections ⓘ

Add a connection type ▼

Often you don't choose anything here, so you don't even need to touch this.

But for some campaigns it can make sense to choose some of these options:  
You can **INCLUDE** people who already like your page or have responded to an event to then speak to them again.

Or you can **EXCLUDE** people who already know you so you only reach new people.

## Facebook Pages

People who like your Page

Friends of people who like your Page

Exclude people who like your Page

## Events

People who've responded to your event

Exclude people who've already responded to your event

# Profile based Audiences

## The ideal size

There isn't one ideal size of your Profile based Audience but it always depends on what your goal with your campaign and your end offer is.

You want to find that sweet spot of “specific and close to your one ideal client” and “big enough so that the ads actually run to an efficient amount of people”.

The size also depends on your daily budget. The higher your budget, the bigger the audience should be (otherwise the same people will end up seeing your ads again and again).



# Profile based Audiences

## The ideal size

As a general rule of thumb, your Profile based Audiences should contain between 300,000 and 1,000,000 people.

However, this also depends on how many countries you're targeting.

I have a Profile based Audience that runs very well, consisting of nearly 2 million people.

# Profile based Audiences

## The ideal size

If you feel your audience is still too big you can exclude these things:



I love Netflix, don't get me wrong! But sometimes you want to target more active people who don't have time to watch Netflix because they are busy building their own business or going to the gym.



# **HOMework**

**Create two different Profile based Audiences for your business and post a screenshot in our group that looks like this:**



# HOMework

To get this kind of screenshot go to your created audience, select it, click “Actions” and then “Edit”.

The screenshot shows the Facebook Audience Manager interface. At the top, there are buttons for 'Create Audience', 'Filters', 'Customise Columns', 'Create Ad', and 'Actions'. Below these is a table with columns for 'Name' and 'Type'. The 'Actions' dropdown menu is open, showing options like 'Create Lookalike', 'View Pixel', 'Edit', 'Delete', 'Share', 'Add Labels', and 'Show audience overlap'. The 'Edit' option is highlighted with a red box. The table contains several audience entries, with the last one, 'PBA\_Interests\_Marie Forleo und andere', selected with a checkmark in a red box.

	Name	Type	
<input type="checkbox"/>	Lookalike (EEA, 1%) - Sarahs Besucher	Lookalike Custom Audience:Sarahs Bes...	
<input type="checkbox"/>	Email Liste (21.07.17)	Custom Audience Customer List	
<input type="checkbox"/>	Sarahs Besucher	Custom Audience Website	
<input type="checkbox"/>	PBA_20-45_female_selfemployed_other coaches_social media	Saved Audience	
<input checked="" type="checkbox"/>	PBA_Interests_Marie Forleo und andere	Saved Audience	1,700,000

## Potential audience:

Potential reach: 2,200,000 people



## Audience details:

- Excluding Custom Audience:
  - Lookalike (Euro area, GB and 2 others, 1%) - Sarahs Besucher, Lookalike (AT, CH and 8 others, 1%) - Email Liste 18.12.17 and Lookalike (DE, 1%) - Magic Circle angesehen 30D
- Location:
  - Europe
- Age:
  - 25-45
- Gender:
  - Female
- Language:
  - English (UK) or English (US)
- People who match:
  - Interests: Amy Porterfield, Seth Godin, Mashable - Social Media, Frank Kern, Gary Vaynerchuk, Female Entrepreneur Association, Marie Forleo or Social Media Examiner
- And must also match:
  - Interests: Coaching or Life Coaching
  - Employers: Coach
  - Job title: Career Coach, Wellness Coach, Coach, Life Coach or Personal Coach

# Now it's your turn

You can do this! Have fun! ●

