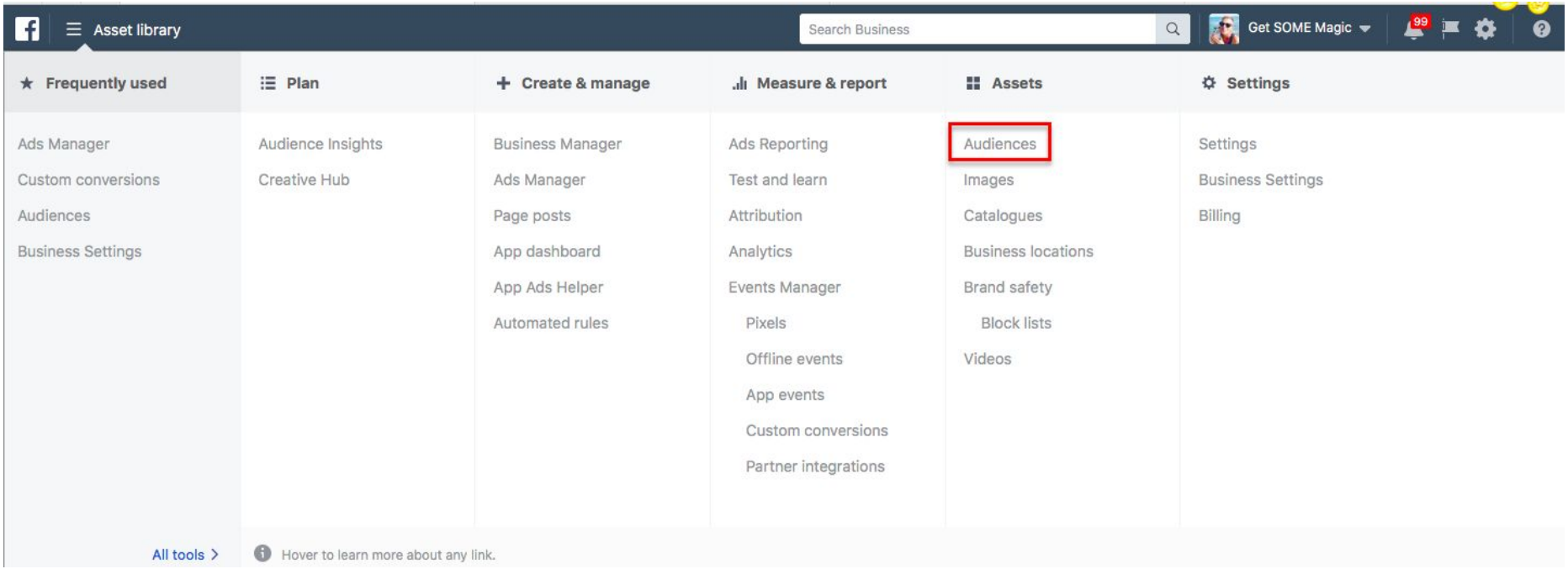
Get SOME Magic

Profile based Audiences (Saved Audiences)

Profile based Audiences

Select “Audiences” from the menu.



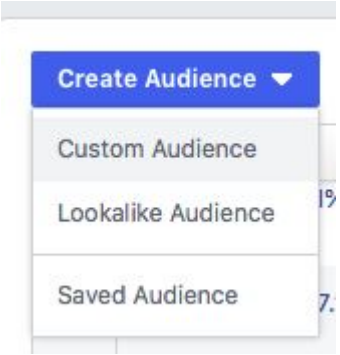
Profile based Audiences

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

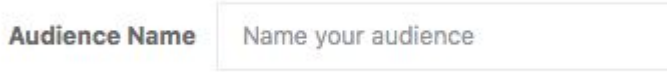
Let’s start at the top and work our way down.

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.

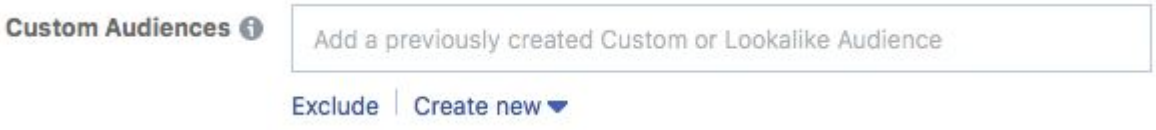
For example mine looks like this:

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



Profile based Audiences

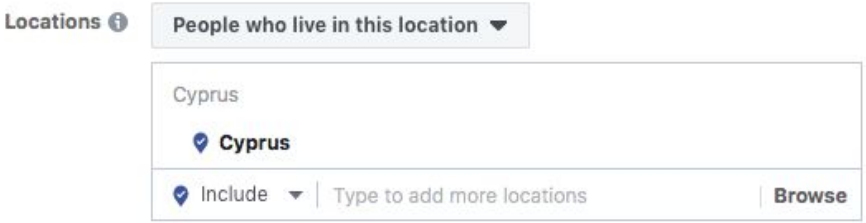


Here you can include or also exclude Custom Audiences.

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



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 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

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

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

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

Profile based Audiences

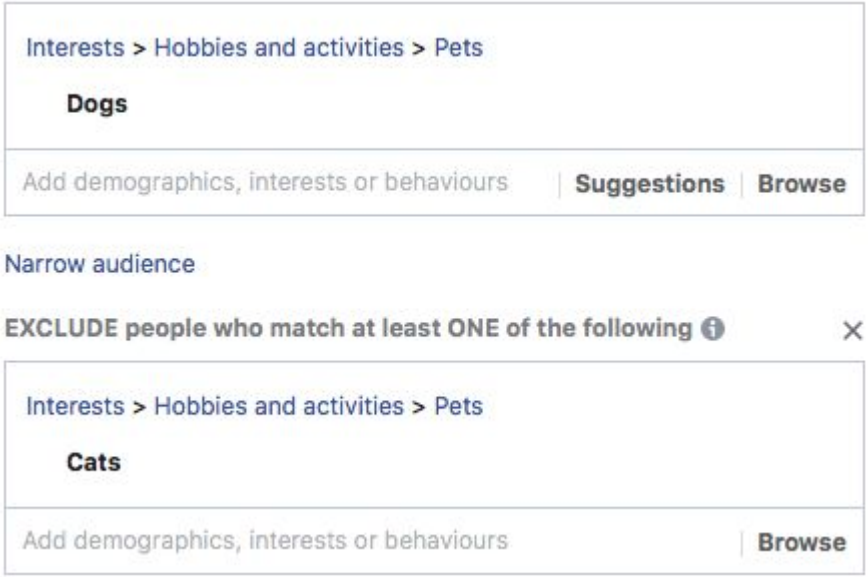
When you simply type in two different interests this could mean that you're targeting people who like:

- Cats
- Dogs
- Cats and dogs

Profile based Audiences

With “exclude” you obviously exclude specific people.

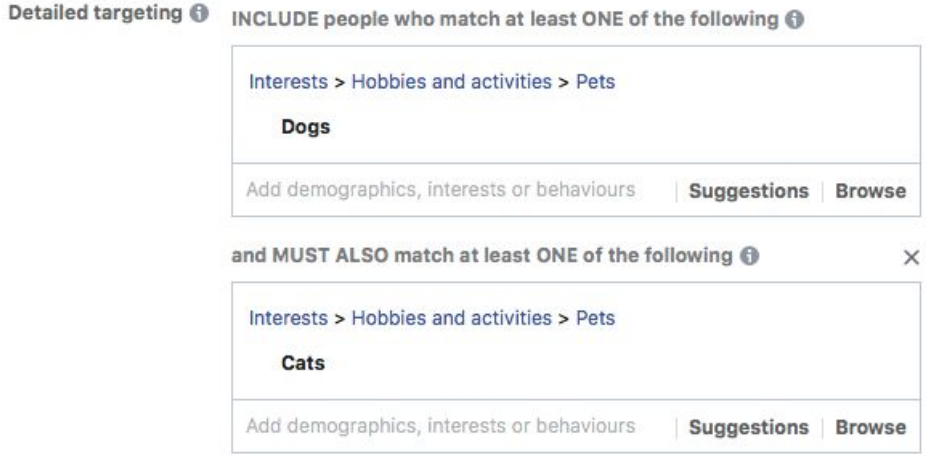
For example, you could set up an audience of people who like dogs but who do NOT like cats.



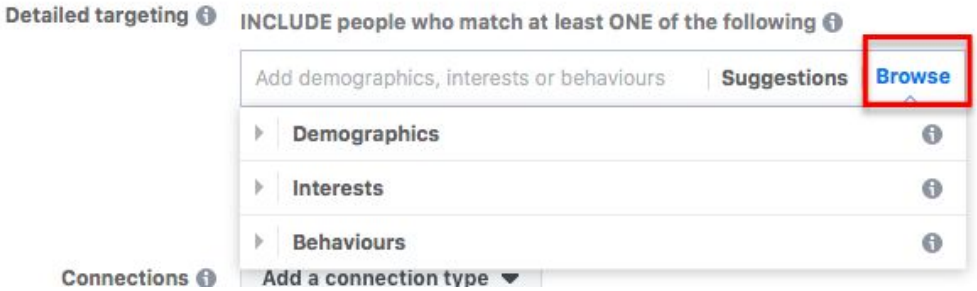
Profile based Audiences

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.



Profile based Audiences

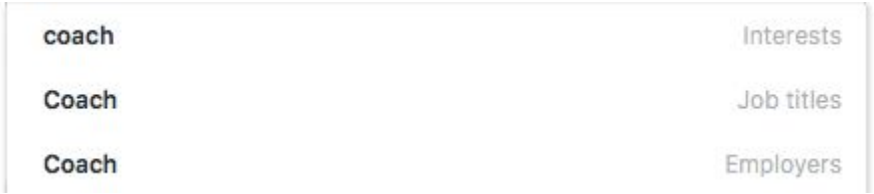


When you click on “Browse” you can search around all the different options that can make a big difference in your ads.

Profile based Audiences

For example: It makes a big different 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.



Profile based Audiences

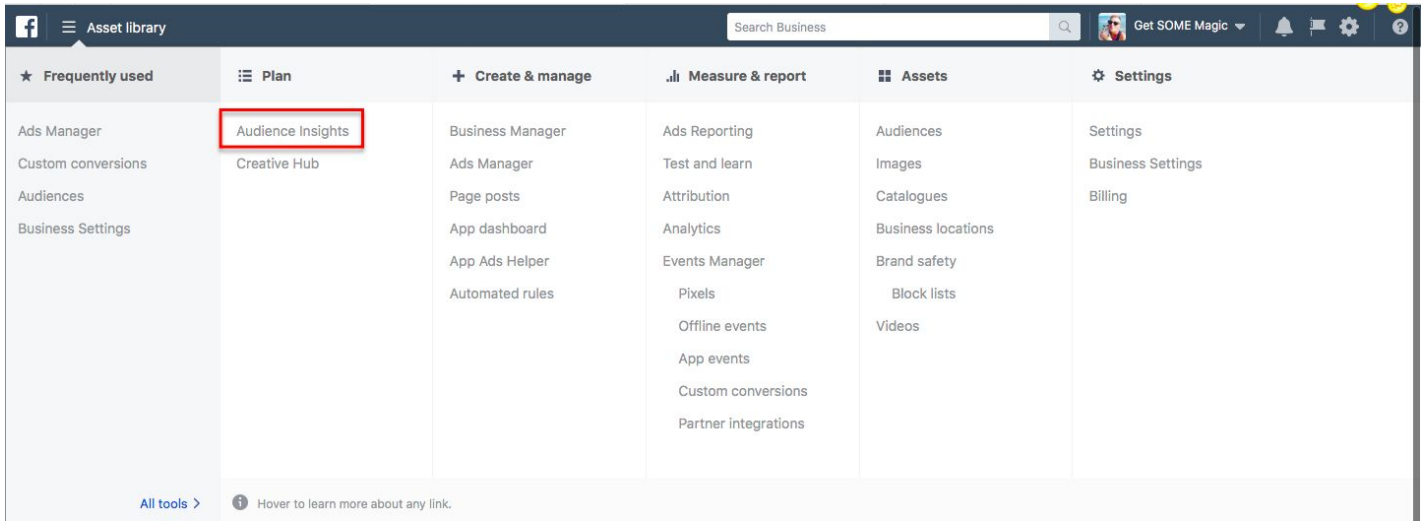
Even for the interests -you want to make them as specific as possible.

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.

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.

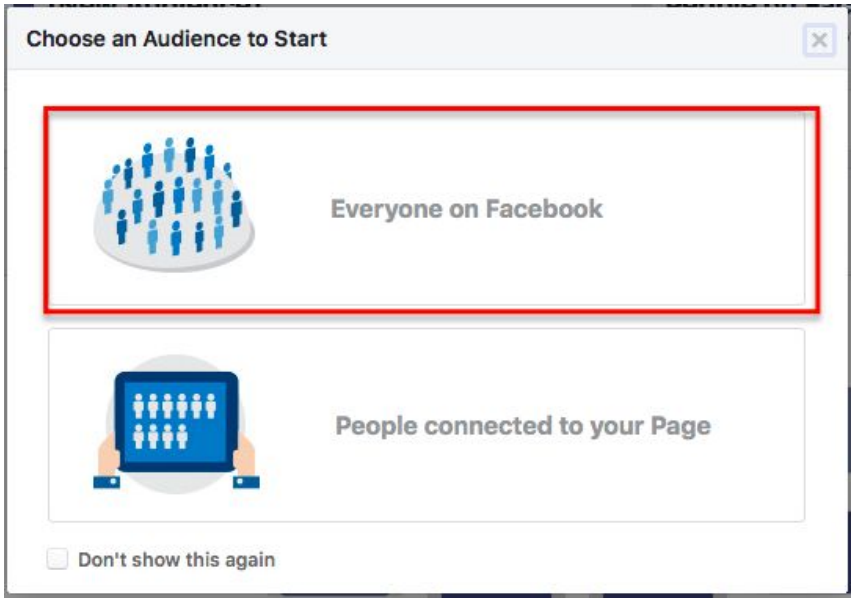
Additionally, you can use "Audience Insights" to find new and cool specific interests that all of your competitors might not be targeting.



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.



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”

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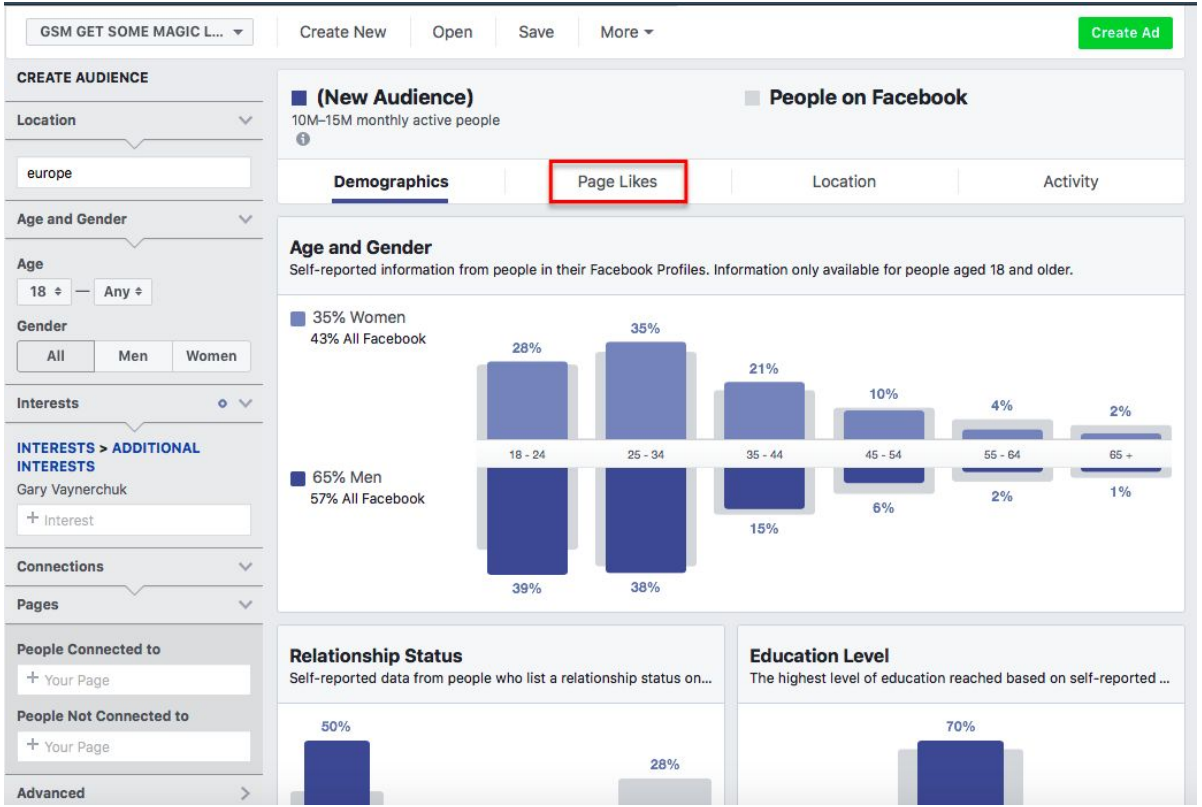
Profile based Audiences

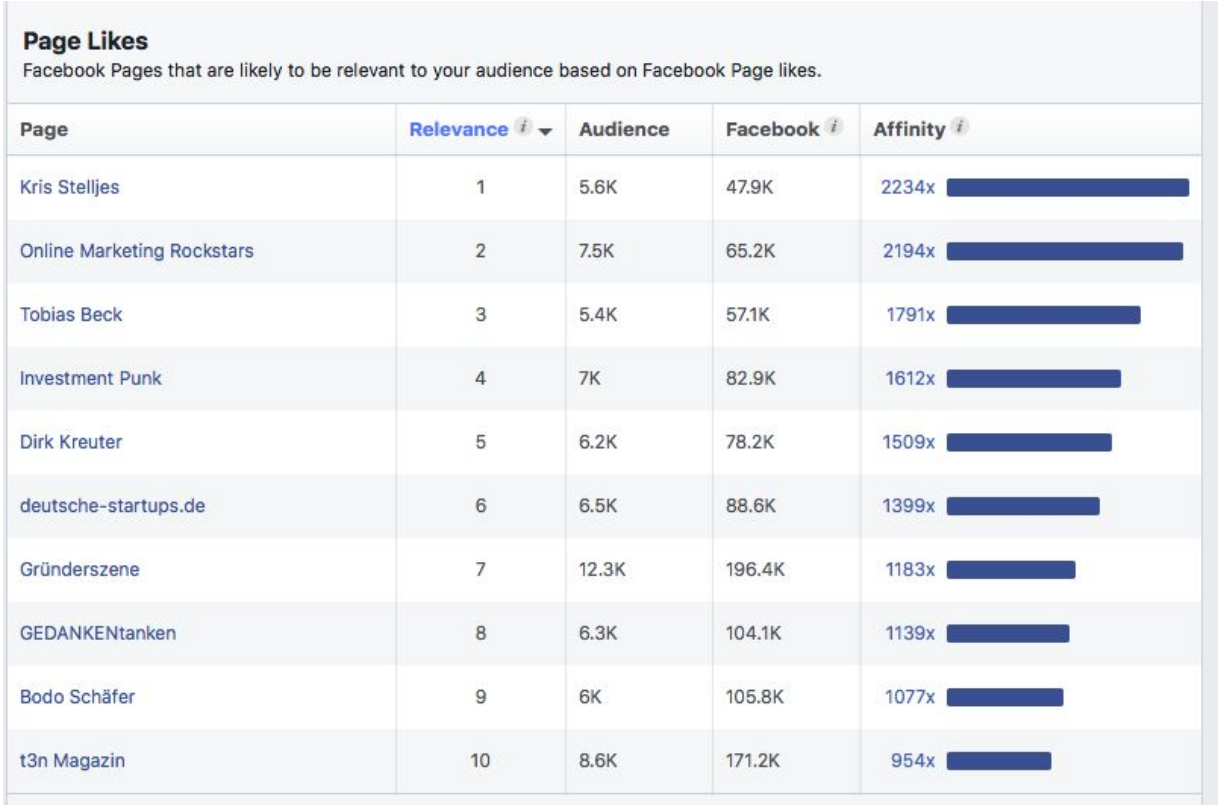
Now you select
“Page Likes”



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	Audience	Facebook	Affinity
Kris Stelljes	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.

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

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.

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.

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HOMEWORK

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

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

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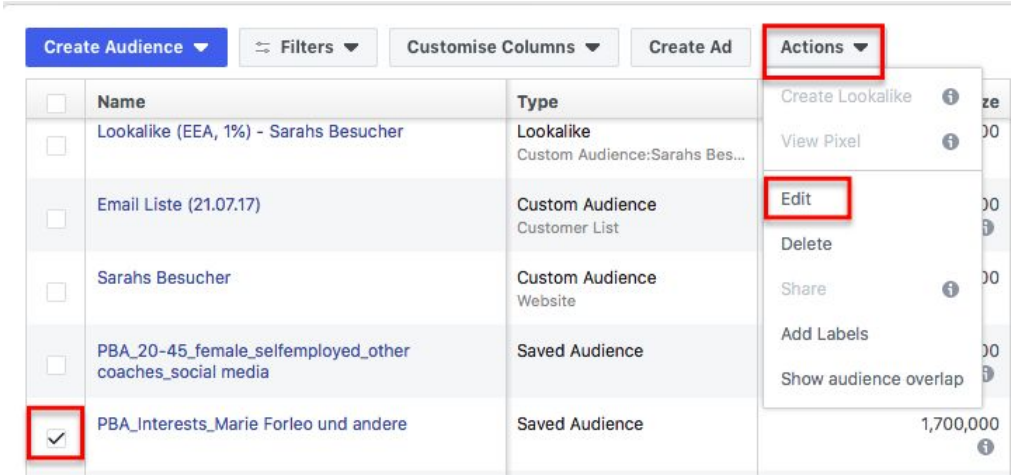
HOMEWORK

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



Now it’s your turn

You can do this! Have fun!