Lookalike Audiences & Audience strategies

Lookalike Audiences

So far, we've covered two of the three different audience types:
Profile based Audiences (or Saved Audience) and
Custom Audiences.

Today we will talk about Lookalike Audiences.

Lookalike Audiences

A Lookalike Audience is a group of people that is really similar to another group of people.

This means you'll always need a source audience.

And this is where your Custom Audience comes into play. So let's start building :)

Lookalike Audiences

For the source -you can select any Custom Audience, such as email subscribers.

As location -you insert the location(s) where the people of your Lookalike Audience (or mainly your potential clients) live.

As an audience size -I always recommend to go for 1%. Only choose a higher number if your daily ad budget is really high.

Lookalike Audiences

> ⊖ Source is too small: Please choose a source that includes at least 100 people in the same country. (#2654). ⋯

Your source audience must contain at least 100 people of the same country.

Lookalike Audiences

Name	Type	Size
Lookalike (DE, 1%) – Website visitor FB Kurs Page	Lookalike Website visitor FB Kurs Page	Below 1,000 Populating ⓘ

Facebook will then create a Lookalike. First it will say "populating" ...

Lookalike Audiences

Name	Type	Size
Lookalike (DE, 1%) - Website visitor FB Kurs Page	Lookalike Website visitor FB Kurs Page	330,000

… and then you will see the actual size of your Lookalike. This might take up to 30 minutes as Facebook now analyzes your source audience and finds the 1% of people in your selected country who are the most similar to them.

You can use a Lookalike Audience in the same way you would use your Profile based audiences. Remember: These are cold people who don't know you yet.

Audience strategies

Now you should have created a couple of audiences you can work with.

Let's start with a strategy!

You need to understand the difference between:

Cold audience
Warm audience
Hot audience

Audience strategies

Cold audience:

People who have never visited your site or interacted with you in any way.
They have never heard of you before.

You will need to use cold audiences especially when you're just starting with your Facebook Ads or when you want to reach a lot of new people (for example, for a freebie that you know is of interest to a lot of people regardless if they already know you or not).

When working with a cold audience always split-test a Profile based Audience and a Lookalike Audience. Usually the Lookalike works better.

Audience strategies

Warm audience:

These people might not have visited your site but may have downloaded a PDF so they're on your email list. They've encountered you somehow, watched 25% of your video, any of those things.

This is why you have created Custom Audiences. Now you can speak to those people again and make them take an action, like signing up for a webinar, buying a low cost online course etc.

Audience strategies

Hot audience:

People who have shown interest to buy and already maybe looked at a specific sales page.

This is why you should always have a Custom Audience for the website visitors of your sales page. Because: They. Are. Hot.

To this audience -you can run ads that make them buy your end product.

Audience strategies

Think about how you can warm people up. What can you offer that turns them from cold to hot?

Start at the end - your end product

What is your end product? What do you want your ideal client to purchase?

Freebie

What could you offer as a first step to get people into your (ads) funnel? This could be a PDF or a video series that people get via email or a webinar or a checklist ..

Audience strategies

Tripwire: the in-between product

This is a low cost product (usually around 7€) that is even better than the freebie and the next logical step towards your end product.

You can offer this directly on the thank-you page after people have signed up for your freebie or later in your funnel.

Make sure to offer this for a limited time only, so that every person only has a few minutes or hours to purchase this.

I promote my tripwire on the thank-you page for 15 minutes only.

Audience strategies

For this I use the tool Deadlinefunnel: http://bit.ly/sarah-deadlinefunnel

This is only available for the next 15 minutes for the amazing amount of **45 €** - after that it will only be available for the regular price of **250 €**. So you don't want to miss out on this opportunity!

0	0	14	46
DAYS	**HOURS**	**MINUTES**	**SECONDS**

~~REGULAR PRICE 250 €~~

I WANT IT NOW for only 45 €

Audience strategies

This tool creates a customized deadline for every single user and even recognizes when the same user tries logging in with another device.

After the countdown hits zero this person will not be able to see this offer again.

Audience strategies

Think about:

How do you want to reach a large number of new people? What can you offer? Which audiences will you use for this campaign? Do you want to offer a tripwire to them as well? If yes, what?

What offer do you have for people who are already warm? Which audiences will you use? What new offers (online challenges, free courses, a new freebie) do you have that could be interesting for those people to make them even warmer?

What will you promote to people who are already hot and ready to buy? How many of these people do you have? Who are the hottest?

HOMEWORK

Create Lookalike Audiences for your business

What are your ideas for your Ads funnel?

Now it's your turn

You can do this! Have fun! ⬤

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