



**HOW TO CREATE A
FACEBOOK AD USING
CUSTOM AUDIENCES**
(supplement to video)

BY INTERNET MARKETING ADVISOR CHRIS SPEICHER
AUGUST 2014

1. HOW TO CREATE A CUSTOM AUDIENCE

- Go to your Facebook homepage
- Click on Ads Manager >> Audiences >> Create Audience >> Custom Audience >> Data File Custom Audience
- Name your list, select your Data Type (phone numbers or emails) and upload your Custom Data File

2. HAVEN'T CREATED YOUR CUSTOM

AUDIENCE FILE YET?

HERE'S WHAT YOU NEED TO DO

- In Microsoft Excel, list all the phone numbers of people you want to target (note: make sure all phone number include a country code and are numeric characters only)
- If you have email addresses as well, list all the emails of people you want to target in a separate excel file
- Make sure you have at least a list of 20 phone numbers or a list of 20 emails in order for the custom audience to work
- Save the files as Comma Separated Values (CSV) format

3. HOW TO CREATE A TARGETED AD

USING CUSTOM AUDIENCES

On Facebook's blue navigation bar, click on the Settings icon on the top right-hand corner and select Create Ads

- Click on Page Post Engagement and select your Business page name
- Then select the post you want to make into a targeted ad and click continue
- Under the Audience section, select the custom audience(s) you want the ad to go to
- For advance options, fill out Location, Age, Gender, Language, etc..
- Under Campaign and Ad Set, title the ad, choose the ad's spend per day and how long the ad should run for.
- Under Bidding and Pricing, select how you want Facebook to optimize and track your targeted ad



WATCH THE VIDEO DEMO

How to create a FB ad using Custom Audience list.

The image shows a screenshot of a Facebook page for 'The Speicher Group', a Real Estate Agent. The page features a cover photo of a bathroom with a white bathtub. The page has 902 likes and 48 visits. A video player is overlaid on the page, showing a play button. The video content is a promotional message for the group's website, 'LiveLoveMaryland.com', which is now fully responsive on smartphones. The video also includes a 'Boost Post' button. The page layout includes a navigation bar at the top, a main content area with a video player, and a right-hand sidebar with statistics and a 'See Your Ad Here' section. The bottom of the screenshot shows a Windows taskbar with various application icons.

