



HOW TO CREATE A FACEBOOK AD USING A LOOKALIKE AUDIENCE

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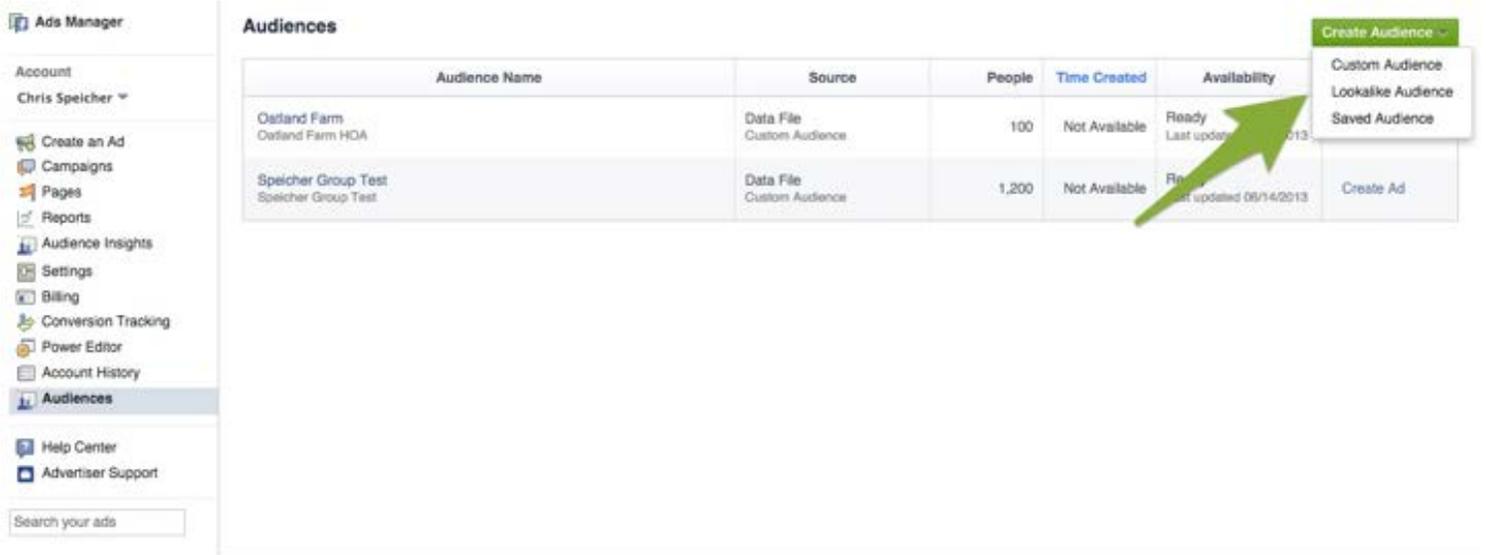
WHAT ARE

LOOKALIKE AUDIENCES

When you use Custom Audiences (see the August 2014 Internet Marketing Report titled: [How to Create a Facebook Ad Using Custom Audiences](#), you can choose to create a lookalike audience that targets people who are similar to your Custom Audience list. Lookalike audiences help you reach people who are similar to your current customers for fan acquisition, site registration, off-Facebook purchases, coupon claims and brand awareness.

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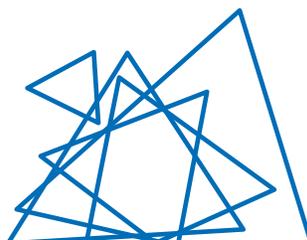
Step 1 – Go to Ads Manager and then click Audiences



The screenshot shows the Facebook Ads Manager interface. On the left is a navigation menu with 'Audiences' selected. The main area displays a table of existing audiences. A green arrow points to the 'Create Audience' button in the top right corner, which has a dropdown menu open showing 'Custom Audience', 'Lookalike Audience', and 'Saved Audience'.

Audience Name	Source	People	Time Created	Availability	
Ostland Farm Ostland Farm HOA	Data File Custom Audience	100	Not Available	Ready Last updated 08/14/2013	Create Audience
Speicher Group Test Speicher Group Test	Data File Custom Audience	1,200	Not Available	Ready Last updated 08/14/2013	Create Ad

Step 2 – Click Create Audiences in the top right and then select Lookalike Audience



Step 3 – Select your source (any custom audience, conversion pixel or Facebook Page

Choose the country where you would like to find a similar set of people and then select your desired audience size with the slider.

Create Lookalike Audience ✕

Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.

Source

Country

Optimize for Similarity Reach

Audiences that are optimized for similarity will behave more like your source compared to larger audiences that are optimized for reach.

Step 4 – Click Create Audience

Ads Manager

Account
Chris Speicher

- Create an Ad
- Campaigns
- Pages
- Reports
- Audience Insights
- Settings
- Billing
- Conversion Tracking
- Power Editor
- Account History
- Audiences**
- Help Center
- Advertiser Support

Search your ads

Audiences Create Audience

Audience Name	Source	People	Time Created	Availability	Advertise
Oatland Farm Oatland Farm HDA	Data File Custom Audience	100	Not Available	Ready Last updated 09/10/2013	Create Ad
Speicher Group Test Speicher Group Test	Data File Custom Audience	1,200	Not Available	Ready Last updated 09/14/2013	Create Ad
Lookalike (US, 1%) - Speicher Group Test	Lookalike	--	10/26/2014 10:29am	Not Ready Updating audience	--

CREATING IN

POWER EDITOR

You can also create a lookalike audience from PowerEditor. It may take 6-24 hours for your lookalike audience to be ready for targeting.

When creating a Facebook Ad, target your lookalike audience along with your custom audience.

The screenshot displays the Facebook Power Editor interface. On the left, under the 'Audience' section, there are several targeting options: 'Custom Audiences', 'Location', 'Age', 'Gender', 'Languages', and 'Interests'. A green arrow points to the 'Lookalike' option under 'Custom Audiences'. The 'Custom Audiences' dropdown menu is open, showing a list of options: 'Lookalike (US, 1%) - Speicher Group Test' (labeled as 'Custom Audience'), 'Oatland Farm' (labeled as 'Data File'), and 'Speicher Group Test' (labeled as 'Data File'). Below this list is a 'More Demographics' button. To the right, the 'Audience Definition' panel shows details for the selected lookalike audience: '< 20 people' and 'Source: Speicher Group Test'. At the bottom right, it indicates 'Potential Reach: 176,000,000 people'. The top right corner of the interface has a 'Help: Choose Your Audience' link.

Facebook continues to come up with deeper targeting methods. Lookalike (now combined with custom audiences) is one of the most powerful methods yet.

NOW ITS YOUR TURN!

