

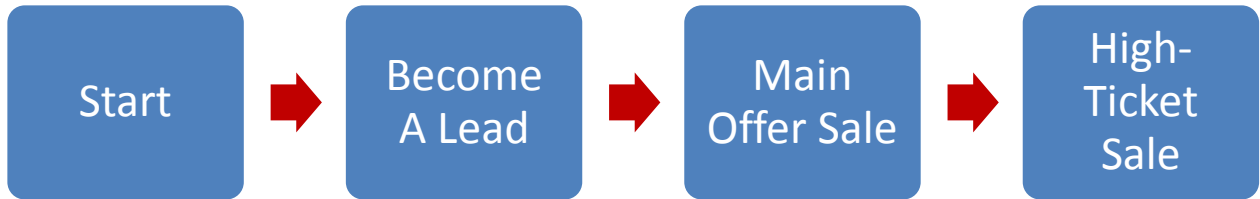


The Ultimate Facebook Retargeting Guide

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The Overall Retargeting Campaign



At each of the red arrows in the diagram above, the prospect has an opportunity to **not** take the action you want them to take.

For example, they could:

- 1) Visit your squeeze page but not opt-in
- 2) View the sales page for your main offer but not buy
- 3) Hear about your high-ticket offer but not take action on it.

... And that's exactly where retargeting comes in.

Using a super-targeted Facebook Ad, we can send them back to "where they left off" in the process so they can continue through your sales funnel (and buy more of your stuff!).

So let's get started...

How The Retargeting Pixel Works

Retargeting is focused around a simple snippet of code called a “retargeting pixel”, which is similar to the “conversion tracking” pixel you set up to track the results from your ads. However, instead of tracking statistics, it tracks visits to a specific page.

So for example, if you wanted to show ads to your prospects that visit your squeeze page but *don't* opt-in, you'd set up two pixels:

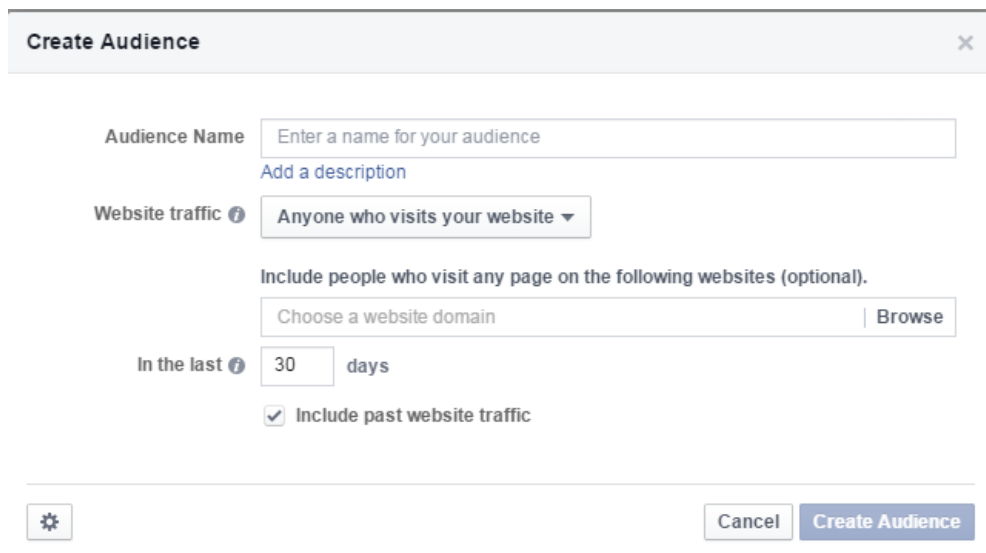
- 1) Visited squeeze page
- 2) Visited free content delivery page (i.e. the page shown *after* they opt-in)

... Then your campaign would target people who activated the first pixel (i.e. visited your squeeze page), but NOT people who visited your free content delivery page (i.e. the page they see immediately after they opt-in). This is because if people visited the free content delivery page, they must have opted in to get to that point in your sales funnel.

So it's all about targeting “Group A” (people who visited a specific page), but excluding “Group B” (people who took the action you wanted them to take). This leaves the people who didn't take action, which you can target with your ads.

To get your retargeting pixel code, go to your [Facebook Ads Manager](#), click on “Audiences” in the left menu, then click the green “Create Audience” button in the top right, then “Custom Audience”. From the options that appear, select “Website Traffic”.

Next you will come to a screen similar to this...



The screenshot shows the 'Create Audience' dialog box in Facebook Ads Manager. The 'Audience Name' field is empty with a placeholder 'Enter a name for your audience' and a link to 'Add a description'. The 'Website traffic' dropdown is set to 'Anyone who visits your website'. Below this, there is a section for 'Include people who visit any page on the following websites (optional)' with a 'Choose a website domain' field and a 'Browse' button. The 'In the last' field is set to '30 days'. The 'Include past website traffic' checkbox is checked. At the bottom, there is a settings gear icon, a 'Cancel' button, and a 'Create Audience' button.

This is the area where we tell Facebook which pages of your website to track and retarget. For the purposes of this guide, we'll call this the “**retargeting interface**”.

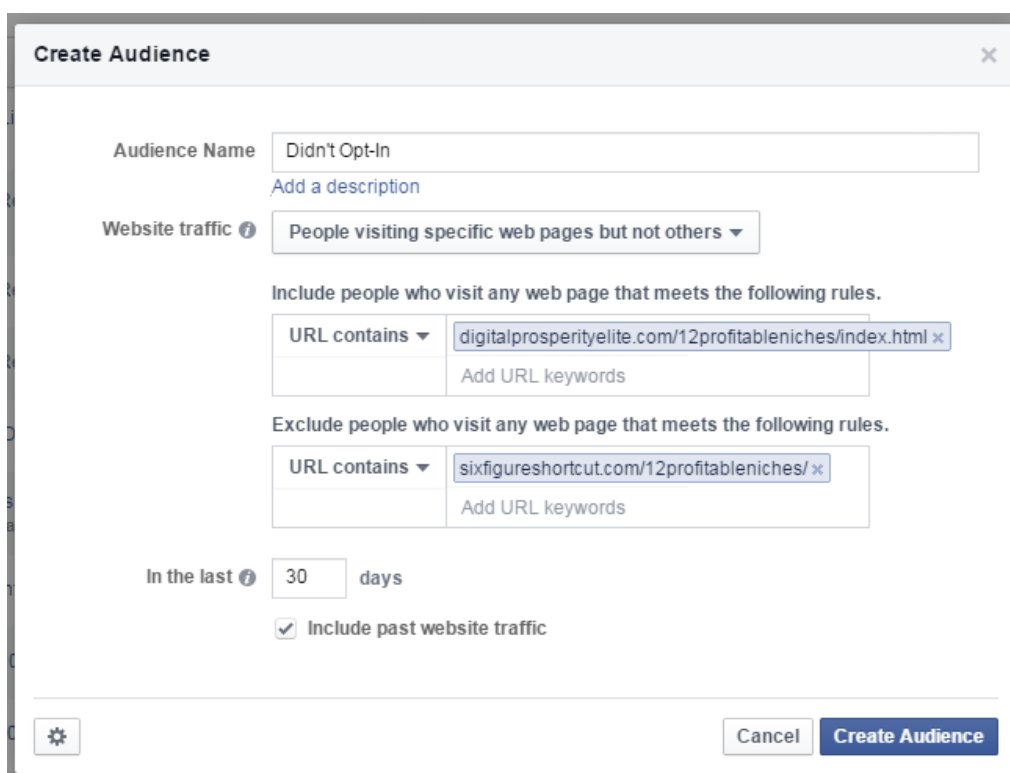
So let's set up the 3 important layers of our retargeting campaign...

Layer #1 – Setting Up Retargeting To Acquire Leads

When you've arrived at the retargeting interface (as explained above), use the following settings, working from the top down...

- **Audience Name:** "Didn't Opt-In"
- **Website Traffic:** "People visiting specific web pages but not others"
- **Include people:** URL contains – the path to your squeeze page, e.g. `yourdomain.com/freevideo/index.html`
- **Exclude people:** URL contains – the path to your free content delivery page, e.g. `yourdomain.com/freevideo/watch.html`
- **In the last 30 days**
- **[Yes] Include past website traffic**

So here's what mine looks like...



The screenshot shows the 'Create Audience' dialog box with the following settings:

- Audience Name:** Didn't Opt-In
- Website traffic:** People visiting specific web pages but not others
- Include people who visit any web page that meets the following rules:**
 - URL contains: digitalprosperityelite.com/12profitableniches/index.html
- Exclude people who visit any web page that meets the following rules:**
 - URL contains: sixfigureshortcut.com/12profitableniches/
- In the last:** 30 days
- Include past website traffic:**

This way, the retargeting pixel will only put people into this new "didn't opt-in" audience if they viewed the squeeze page but didn't visit the free content delivery page – meaning they didn't opt-in.

After you click on the "Create Audience" button in the bottom right, you'll be given your retargeting pixel code, which you should copy and paste anywhere within the "head" section of the page's code for both your squeeze page and your free content delivery page.

Then simply create your ad in the **Power Editor** (important!), but in the "Audience" section, leave the "interests" section empty and choose your new "Didn't Opt-In" audience in the "Custom Audiences" field at the top, like so...

• Editing **SFS Customers - Retargeting - Sidebar Ad 1**

Creative **Audience** Optimization & Pricing

Audiences

Use Existing Targeting Group

Custom Audiences

Retargeting - Six Figure Shortcut Customer ✕

Excluded Audiences

Enter a custom audience to exclude

Then submit your ad as normal, and the retargeting audience will automatically update and grow as you receive more and more traffic to those specific pages of your website – meaning it's 100% automated.

Now we've done this once and got a "feel" for how it all works, let's continue with the second layer of our retargeting campaign...

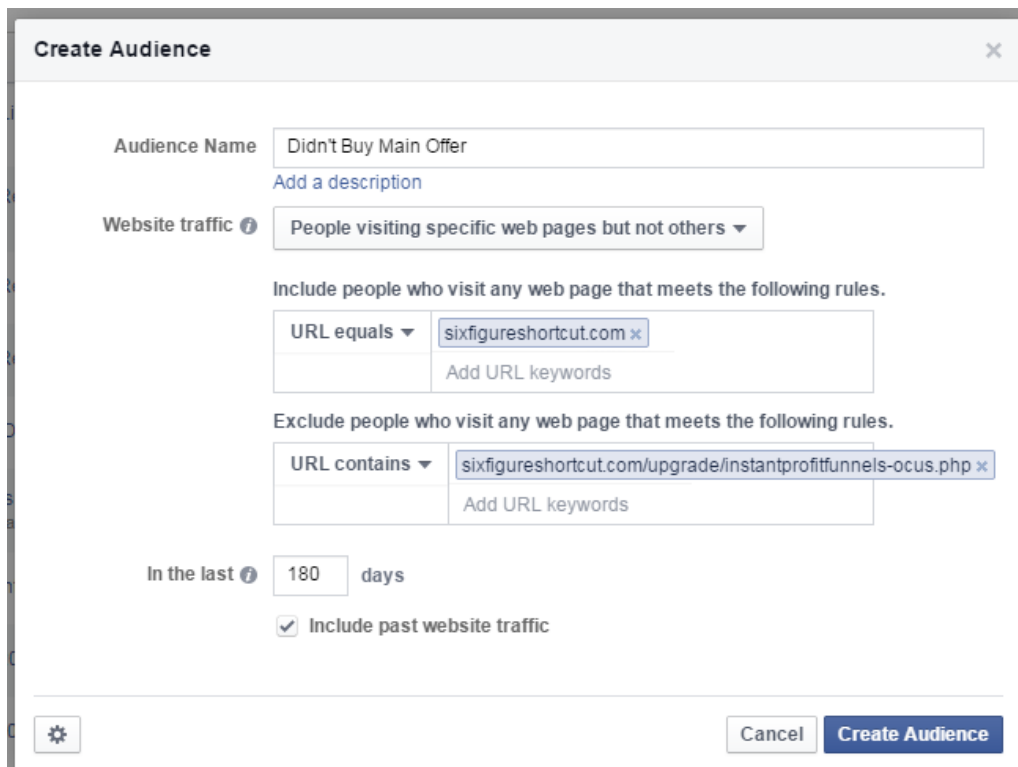
Layer #2 – Setting Up Retargeting To Make Sales

Note: This section *only* applies if you have your own products. If you don't have your own products and are JUST promoting affiliate offers, feel free to skip this section.

After arriving for a second time at the retargeting interface, use the following settings, working from the top down...

- **Audience Name:** “Didn't Buy Main Offer”
- **Website Traffic:** “People visiting specific web pages but not others”
- **Include people:** URL contains – the path to your main offer's sales page, e.g. yourdomain.com/sfs/index.html ... OR...
If your sales page is at the root of your domain (e.g. yourdomain.com), use “URL equals” instead
- **Exclude people:** URL contains – the path to the page shown immediately after the order form (usually the first upsell), e.g. yourdomain.com/upgrade/index.html
- **In the last 180 days**
- **[Yes] Include past website traffic**

So here's what mine looks like...



The screenshot shows the 'Create Audience' dialog box with the following settings:

- Audience Name:** Didn't Buy Main Offer
- Website traffic:** People visiting specific web pages but not others
- Include people who visit any web page that meets the following rules:**
 - URL equals: sixfigureshortcut.com
- Exclude people who visit any web page that meets the following rules:**
 - URL contains: sixfigureshortcut.com/upgrade/instantprofitfunnels-ocus.php
- In the last:** 180 days
- Include past website traffic:**

Buttons at the bottom: Cancel, Create Audience

Then after you click on the blue “Create Audience” button, simply follow the same steps you took for layer #1 above – but placing the code on your sales page and “after order form” page (usually the first upsell page if you have one).

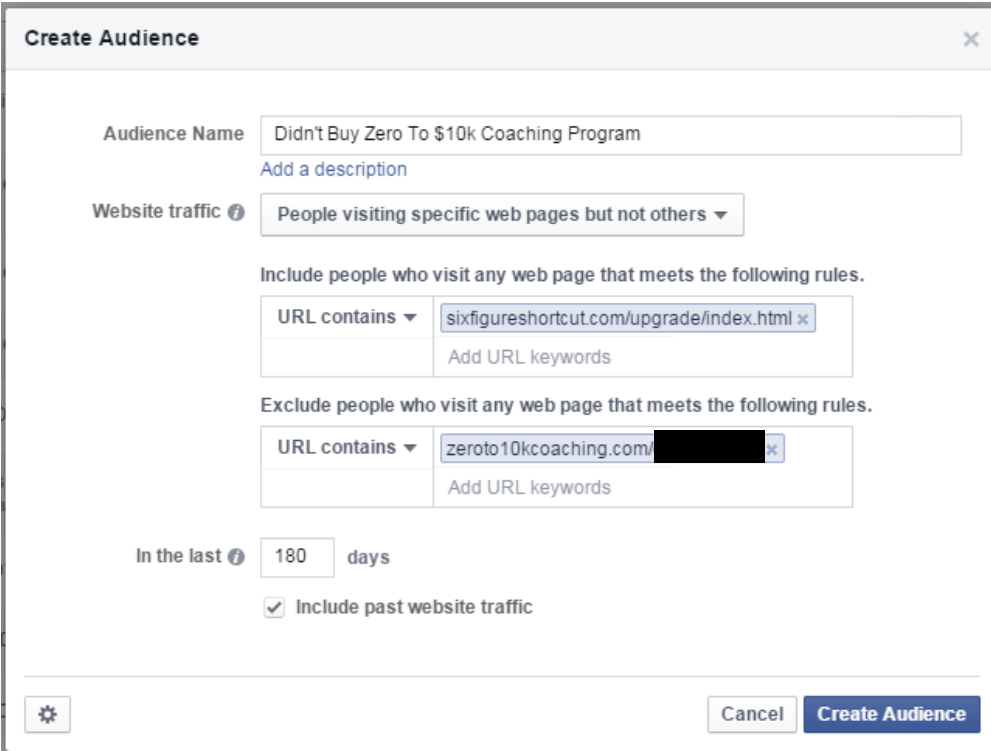
Layer #3 – Setting Up Retargeting To Make High-Ticket Sales

Note: This section *only* applies if you have your own products. If you don't have your own products and are JUST promoting affiliate offers, feel free to skip this section.

After arriving for a third time at the retargeting interface, use the following settings, working from the top down...

- **Audience Name:** “Didn't Buy [whatever your high-ticket offer is called]”, e.g. “Didn't Buy Zero To \$10k Coaching Program”
- **Website Traffic:** “People visiting specific web pages but not others”
- **Include people:** URL contains – the path to your “after order form” page for your main offer (as discovered above), e.g. yourdomain.com/upgrade/index.html
- **Exclude people:** URL contains – the path to the page shown immediately after the high-ticket offer's order form (usually the order confirmation page), e.g. yourdomain.com/coaching/thanks.html
- **In the last 180 days**
- **[Yes] Include past website traffic**

So here's what mine looks like...



The screenshot shows the 'Create Audience' interface with the following settings:

- Audience Name:** Didn't Buy Zero To \$10k Coaching Program
- Website traffic:** People visiting specific web pages but not others
- Include people who visit any web page that meets the following rules:**
 - URL contains: sixfigureshortcut.com/upgrade/index.html
- Exclude people who visit any web page that meets the following rules:**
 - URL contains: zero10kcoaching.com/ [redacted]
- In the last:** 180 days
- Include past website traffic:**

Buttons at the bottom: Cancel, Create Audience

Then after you click on the blue “Create Audience” button, simply follow the same steps you took for layers #1 and #2 above – but placing the code on your main offer's “after order” page (usually the first upsell) and high-ticket “after order” page (usually the confirmation page).

At this point, you will now have a campaign converting your lost prospects into leads, leads into customers, and customers into high-ticket clients.

But now we can get even more results by showing our ads to our email list...

Showing Facebook Ads To Your Email List

This is pretty simple to do, and follows a similar approach to the above methods...

First, you need to **export your email list** from within your autoresponder account (e.g. AWeber, GetResponse, iContact, Infusionsoft, etc). Step-by-step guides showing how to do this are available in the help section for your relevant autoresponder. Plus you can always contact their support staff if you're not sure, or can't find the help you need.

Once you've done this, you will get a spreadsheet containing all the email addresses signed up to your email list.

Next, go to the "Audiences" section of your Facebook Ads Manager, click on the green "Create Audience" button as normal, then choose "Custom Audience". From the next options, choose "Customer List", then "Upload A File".

Name your audience something that's easy to remember (I usually call it "Email List", then the date when I exported the list), and make sure the "Emails" data type is selected. Then upload your newly-exported spreadsheet file containing the email address of your email list.

Tip: If your spreadsheet isn't showing up in the file selection box, change the option from "Customized Files" to "All Files" (on Windows, and similar for Mac).

Next, click the blue "Create Audience" button, then wait a few minutes for Facebook to match your email addresses to active Facebook profiles and create an audience with them. You'll also get notified on Facebook when your audience is ready to use.

Then you can simply create an ad within the Power Editor in the usual way, but keeping the "interests" section empty and selecting the newly-created custom audience at the top of the "Audience" section.

What ads you show these people is completely up to you and only limited by your own creativity, but I'd recommend exporting your list strategically, splitting up prospects and customers into different spreadsheets (and therefore different custom audiences), so you can show relevant messages to them. For example, so you don't show your customers a Facebook ad for a product they've already purchased from you, or to only show an ad to customers of a specific product. But there really is no "right" or "wrong" way to do this.

“So How Do I Scale My Campaigns?”

The answer is revealed in the next video tutorial...

See you there!



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