

OkDork by
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Step-By- Step Guide: Facebook Ads Retargeting



Step-by-Step Guide

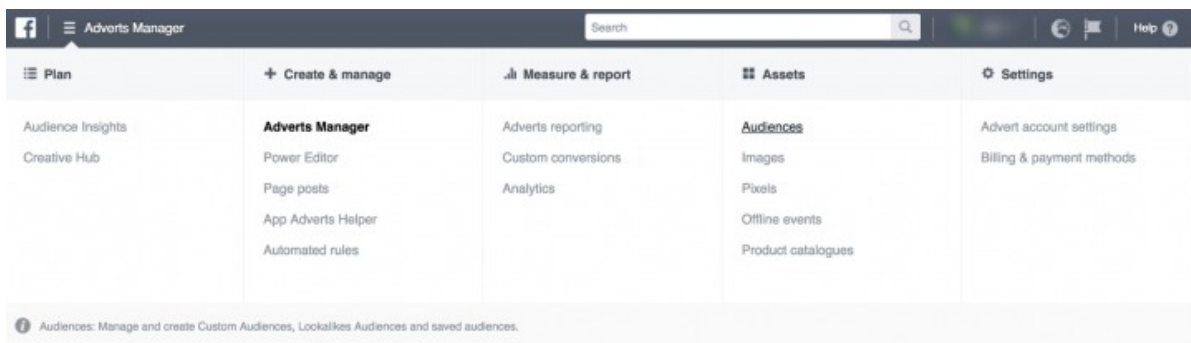
1. Set up Facebook Pixel

The first, and most important, step in kicking off a retargeting campaign on Facebook is installing the Facebook pixel on your site.

The Facebook pixel is a piece of code that you can place on your website to report conversions and build audience segments directly inside Facebook. Here's a [full guide to setting up a Facebook Pixel on your website](#).

2. Head over to Facebook Ads manager

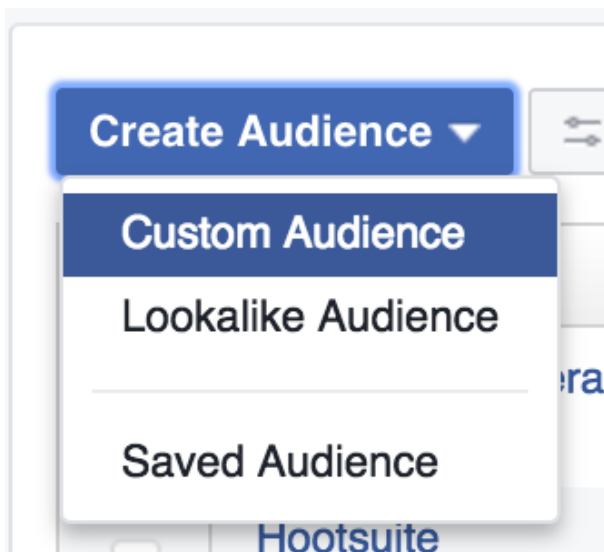
Once you're in Ads Manager, click the dropdown in the top left of the nav (next to Adverts Manager) and select Audiences:



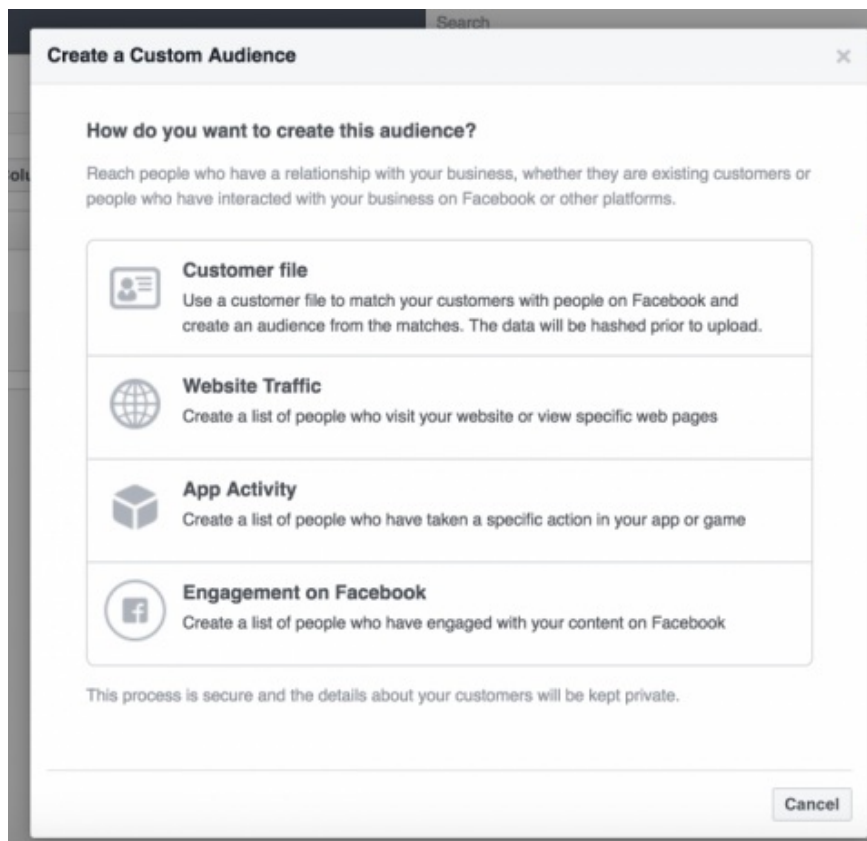
This is where you'll be able to specify EXACTLY who you want to target.

3. Create Your Custom Audience

Once you're in the Audiences tab, click the "Create Audiences" → "Custom Audience."



Next, you need to select how you'd like to create your audience:

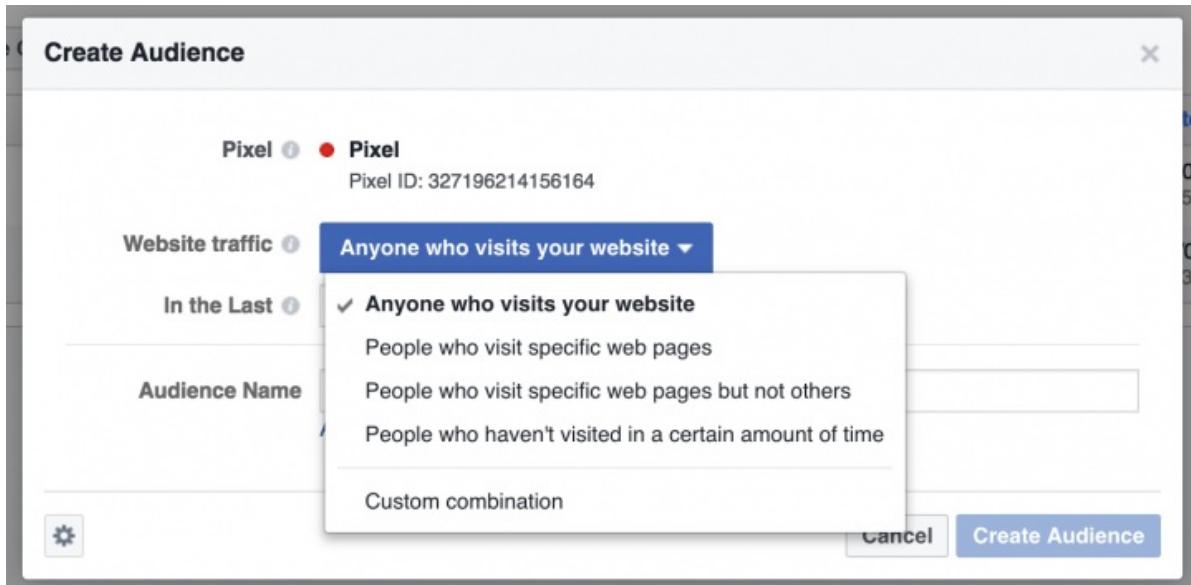


Facebook presents you with four options to create your audience. For this post, we'll focus in on the "Website Traffic" option. (But if you'd perfect to create a list-based retargeting campaign, click on the Customer File option.)

On the next screen you have the option you have the choice five options to create your audience:

1. Anyone who visits your website
2. People who visit specific pages

3. People visiting specific web pages but not others
4. People who haven't visited in a certain amount of time
5. Custom combination



I tend to find specific ads work best, so I choose to target people who have visited a specific web page with ads relevant to that page.

For example: I might target anyone who visits okdork.com/podcast with an advert for my latest episode. This is likely to drive many more clicks than an ad targeting everyone who has visited OkDork.

Once you've made your choice, click "Create Audience" and you're good to go and create your ads.

4. Create Your Advert

Next, click the big green "Create Advert" in the top right corner of Facebook Ads Manager:

5. Choose Your Objective

Now, you need to choose one of Facebook's 15 marketing objectives for ads:

The option you choose here will depend on the type of retargeting ad you're looking to run:

- Awareness = Content
- Consideration = Lead generation

- Direct Sales = Conversion

Choose the one which best suits your goal. If you're just trying to push eyeballs to a blog post, pick awareness. If you want to push newsletter subscriptions, try consideration. And if you want to sell more of a product, pick conversion.

Next, give your campaign a name and create your advert.

Bonus: For a full guide to create incredible Facebook Ads (and the lessons I learned spending \$3 mm on ads), [click here](#).

6. Select Your Audience

With you advert all set up, it's now time to choose the audience you'd like to target. You'll want to select the audience you set up in Step 3.

To do this, click on the "Use saved audience" option and select the audience you just created:

The screenshot shows the Facebook Audience selection interface. At the top, there's a header "Audience" with a subtext "Define who you want to see your adverts. [Learn more.](#)". Below this, there are two tabs: "Create new" (which is underlined) and "Use a saved audience" (which has a dropdown arrow). Under the "Create new" tab, there are three main sections: "Custom Audiences" with a text input field "Add Custom Audiences or Lookalike Audiences" and links "Exclude" and "Create new"; "Locations" with a dropdown menu "Everyone in this location" and a list of locations including "United Kingdom" (which is selected with a blue checkmark) and "Include" and "Add locations" links; and "Age" and "Gender" sections. The "Age" section has two dropdown menus: "18" and "65+", with a minus sign between them. The "Gender" section has three buttons: "All", "Men", and "Women", with "All" being selected.

6. Put Your Ads Live

Once you've got your audience set up, you're all set you go.

Congrats! Your retargeting campaign is ready to rock

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