



Checklist 14 - Creating A Facebook Ads Custom Audiences

Project Name: _____

Date: _____

Yes No

The audience is what decides your campaign's success or failure. Your Facebook ads require traffic of audience so that they can turn out to be effective for your campaign and a good advertisement for your brand. Creating a custom audience on Facebook for your ads is essential, and it doesn't require hard and fast rules. You can simply do it by following these steps:

Creating a Custom Audience:

- 1
First of all, go to the ads manager of your Facebook account. Yes No
- 2
There, you'll see an Audience section. Choose it. Yes No
- 3
After selecting audience, you'll see an option saying "Create audience". You have to choose it. Yes No
- 4
Now in the drop-down menu of the create audience section, tap on "create custom audience". Yes No
- 5
A list of audience to choose from will appear and now choose whatever audience you want to choose. Yes No

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Types of Custom Audience to Choose From:

- 6 You can now choose your custom audience from a number of different types, one of these is the leads that you get on your ads.
- 7 Select the Customer File in the audience section of your ads manager.
- 8 You can also copy and paste the data that you have about your audience, or you can also upload the email addresses of your audience.
- 9 And now you can create a list of a custom audience of your own choice.
- 10 In the create custom audience section, you can see an option saying website traffic. Choose it.
- 11 This step will open a drop-down menu showing a number of options.
- 12 Choose the option saying "target audience who spent more time on your website".
- 13 This way, you'll be targeting most active users of your site, and you'll set them as your custom audience.

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- 14 Another type of custom audience is the one who engages more in your ads.
- 15 To choose such audience as your custom audience, click on "engagement on Facebook" option from the drop-down menu of Create a custom audience in your ads manager.
- 16 This will open many options for you. From those options, choose "Page".
- 17 Now start refining your audience based on which ones visit your page the most and gets engaged with it.
- 18 You've finally become successful in creating three different types of custom audience for your Facebook ad campaign.

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