



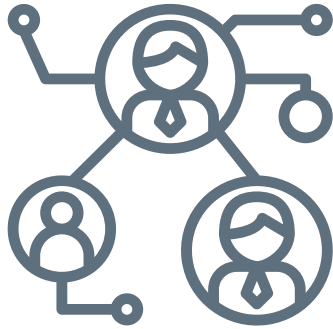
LOOKALIKE AUDIENCES

SOCIAL MEDIA MARKETING

Harnessing the **POWER OF DATA**
to increase bookings.

If you have a database of customers, this allows you to speak directly to them, and people just like them. This is the quickest way to increase bookings from your social media marketing.





FACEBOOK DATA-BASED AUDIENCES

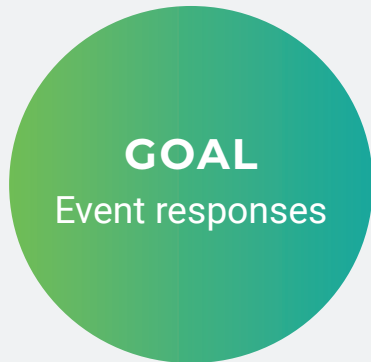
CUSTOM AND LOOKALIKE

Custom and Lookalike audiences are a powerful way to use a customer list to reach people most likely to engage with (and book) for your tourism brand.

As part of the Facebook advertising system, you can build audiences – collections of Facebook users relevant to your marketing strategy. You don't know "who" they are as individuals, but Facebook allows their data to be used for advanced targeting methods to promote your business, in Facebook Campaigns.



SUCCESS STORY



A NEW ZEALAND LUXURY LODGE

A luxury lodge was launching a new winter event and wanted to raise brand awareness and generate bookings for the event. Their aim was to re-engage with past customers and engage a new potential audience.

The campaign ran for five months

153,070 Impressions

500+ Event Responses

15,092 New customers reached

\$1.66 Cost per event response





SUCCESS STORY

GOAL

Website traffic
for promotion

PITCHES STORE

Pitches Store wanted to promote their Spring Special from May to October. The objective was to raise brand awareness and drive traffic to their website. The campaign included both a custom remarketing audience and a lookalike audience.

The campaign ran for three months

29,285 Unique people reached

1,000+ Website visitors

2,500 Page engagements

\$0.31 Cost per click



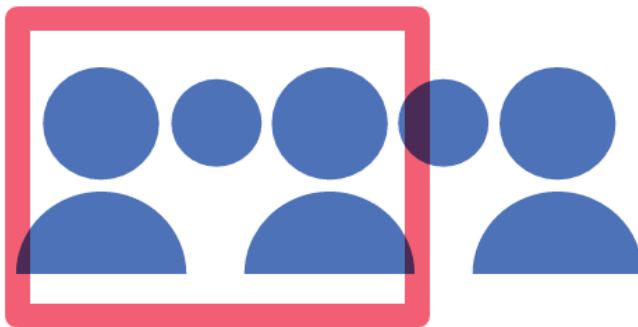


HOW IT WORKS

It may sound scary, but Facebook is a free service, and the ads system keeps it that way. As a 40-year old male who loves hiking, would you prefer to see ads for a diaper brand, or an ad for hiking shoes? Data allows the ads to be shown to the right people at the right time, without guesswork. Facebook keeps individuals confidential from businesses, protecting their privacy while improving ROI and the user's experiences.

1 CUSTOM AUDIENCES

Creating Custom Audiences



Upload your customer list to find those people on Facebook

Custom Audiences can be used for direct remarketing, or as the base for a Lookalike Audience.

Custom Audiences allow you to upload any customer list, or you can sync it with your MailChimp account. Facebook will cross-match the data with their user accounts, and gather an audience of Facebook users from your customer list. **THIS IS KEPT CONFIDENTIAL!** You will be able to view the quantity of people in your audience, but not their names or details.

For this feature, you will need to be using Facebook Ads Manager or Facebook Business Manager with an active ad account.*

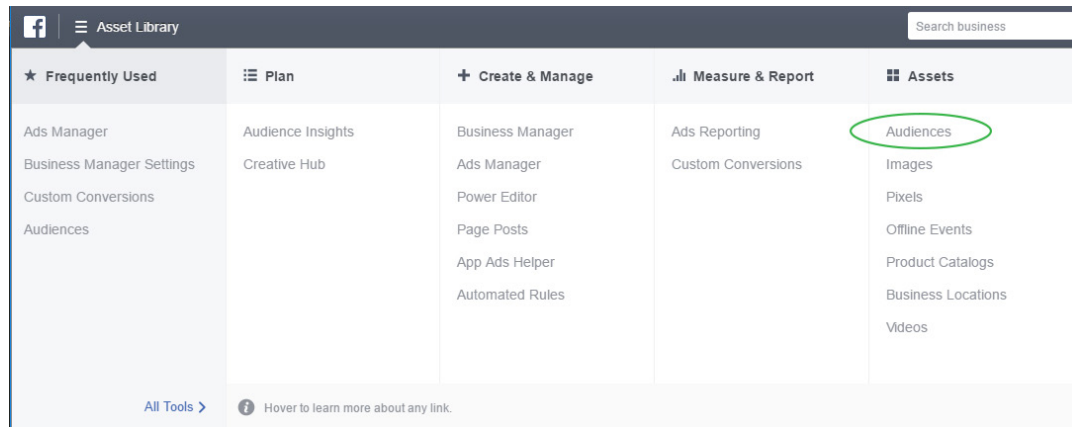
**Not sure if you have Facebook ads or a Business Manager? Contact us.*



How-To

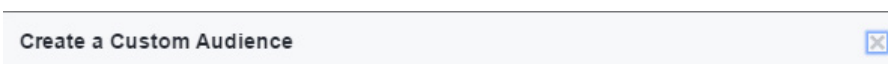
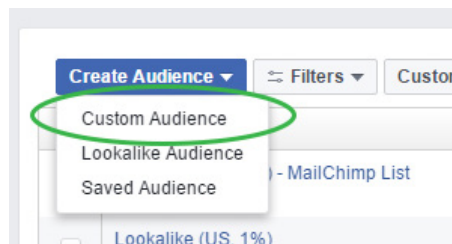
Begin with a CSV or TXT list of email addresses using your customer data. You can also import this list from MailChimp with Facebook's integration.

- Go to the **AUDIENCES TAB** in Ads Manager




- Click the **CREATE AUDIENCE** button, select the **CUSTOM AUDIENCE** option and then choose **CUSTOMER FILE***


**If you have MailChimp, it's super easy – just choose the MailChimp option from the menu!*





How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

**Customer File**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

**Website Traffic**
Create a list of people who visit your website or view specific web pages

**App Activity**
Create a list of people who have taken a specific action in your app or game

**Engagement on Facebook** NEW
Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.



- Upload the CSV or TXT file list you previously saved or easily drag and drop your file to the Custom Audience box

Create a Custom Audience

How do you want to add customers to this audience?

You can use your own file to upload one or more kinds of customer information, or import email addresses directly from MailChimp.

Choose a file or copy and paste data
Use your customers' information to match them with people on Facebook.

Import from MailChimp
Import email addresses directly from this third-party connection by providing your login credentials.

Back

Create a Custom Audience

1

2

3

4

Add Customer List

Edit Data Mapping

Hashed Upload & Creation

Next Steps

Prepare a file with your customer data

Read best practices for preparing your customer data

Identifiers you can use (15)

Email

Phone Number

Mobile Advertiser ID

First Name

Last Name

ZIP/Postal Code

City

State/Province

Country

Date of Birth

Year of Birth

Gender

Age

Facebook App User ID

Facebook Page User ID

☒ Add a new file (CSV or TXT)

Download file template

Drag and drop your file here or

Upload File

☐ Copy and paste

Audience name

Name your audience

50

Show description

Cancel

Back

Next

- Your Custom Audience will be ready in about 30 minutes!



2

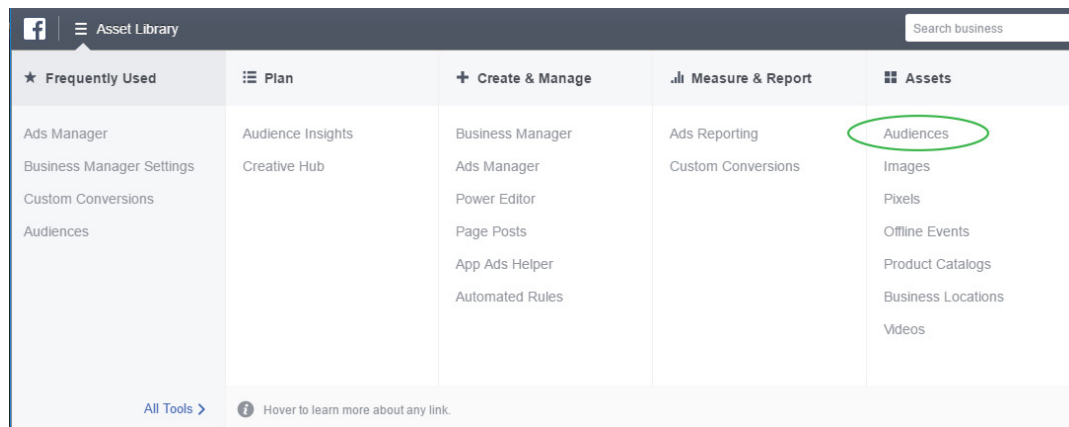
LOOKALIKE AUDIENCES

This is some of the most powerful targeting available. You begin with your custom audience. Facebook knows everything about this group – from their age and gender to their interests and behaviours.

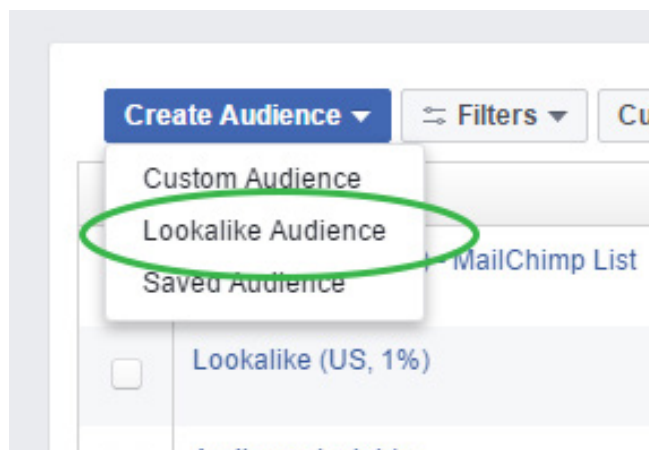
Facebook will create a new audience (1 audience per country) that most closely matches the demographics of your custom audience. People just like your customers!

How-To

- Go to the **AUDIENCES TAB** in Ads Manager



- Click the **CREATE AUDIENCE BUTTON**, then choose **LOOKALIKE AUDIENCE** from the dropdown menu.





Create a Lookalike Audience

X

Find new people on Facebook who are similar to your existing audiences.

Source ⓘ

MailChimp List Tomahawk US

Country ⓘ

United States (US)

Audience Size ⓘ

2.1M

0

1

2

3

4

5

6

7

8

9

10

% of country

Resulting audiences

Lookalike (US, 1%) - MailChimp List Tomahawk US

Estimated reach

2,080,000 people

Audience size ranges from 1% to 10% of the total population in the country you choose, with 1% being those who most closely match your source.

Show Advanced Options ▾

Cancel

Create Audience

- Choose your Custom Audience Email List from the **SOURCE FIELD** and select one country to target. Facebook will give you an estimate of the number of people reached with the Lookalike.

Adjust the slider to include more people, but the targeting may not be as refined.

Click **CREATE AUDIENCE**, and you're ready to start using your audience when it finishes generating!



CONGRATULATIONS!

YOU'RE READY TO RUN A PROMOTION!

Create a Campaign within Facebook and reach out to your powerful new audience.

Although this powerful marketing tool setup is easy to set up and launch, our social media experts at Tomahawk can ensure optimum results. So please let us know if we can help!



TALK TO US

Want to concentrate on your business and leave the Social Marketing to the experts?

Contact us to launch your Social Media Campaign(s) and as a TIA member receive 10% off our normal pricing.

✉ getintouch@tomahawk.co.nz

☎ 09 5222 333

tomahawk.co.nz

