

Lesson no. 15: Understanding edge rank and art of engagement

UNDERSTANDING EDGERANK AND ART OF ENGAGEMENT

EdgeRank takes into consideration which stories an individual user has shown interest in in the past, and attempts to show them more stories that are similar, and less stories on topics and from Pages that the user may not be as interested in.

In other words, Facebook tries to hide the stories it thinks you'll find boring, and only show those you should be interested in.

This is why we talked about how Facebook may be hiding posts from your Facebook Page and how to instruct your followers to make sure they're seeing more.

XII. PRACTICAL SESSION 2

i. CREATE FACEBOOK ADVERTISING CAMPAIGN

- a) Log in to your Facebook Ads Manager and select Audiences
You'll find Audiences in the dropdown menu when you click on Business Manager at the top left-hand side of the screen.

- b) Click on Create Audience and select Custom Audiences
Again, you'll find Create Audience at the top left on your screen. For retargeting, we're going to select Custom Audience, which will allow us to set up a campaign that reaches people who visited a website.

Audiences

[Create Audience](#) ▾ [Filters](#) ▾ [Customize Columns](#) ▾ [Create Ad](#) [Actions](#) ▾

	Type	Size	Availability
Custom Audience			
Lookalike Audience			
Saved Audience			


c) Select Website Traffic


You have some options here, but for retargeting, we're going to focus on website traffic so that we're reaching the people who got to your site.


[Create a Custom Audience](#) ✕


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.

[Cancel](#)

d) Select your target audience from the dropdown menu

You'll be taken to a screen, as seen below, that allows you to create your audience. You have the option of targeting the following:

Anyone who visits your website, People who visit specific pages, People visiting specific web pages but not others, People who haven't visited in a certain amount of time

a) Custom combination

Create Audience ✕

Pixel ? ● **Acquisio's Pixel**
Pixel ID:

Website Traffic ? **People who visit specific web pages** ▼

Include people who visit any web page that meets the following rules.

URL contains ▼ Add URL keywords

In the Last ? days

Include past website traffic

Audience Name
[Add a description](#)

⚙️ Cancel Create Audience

Just to show you how it looks, we set up a custom audience targeting people who visit our blog. As you can see above, you can target a date range, give it a name, and you're ready to get started.

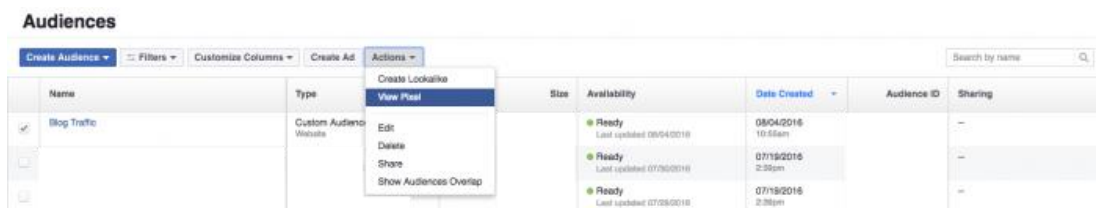
b) Get your pixel code and place it on your website

If you don't already have pixel (tracking) code on your website, you'll need it in order to start retargeting.

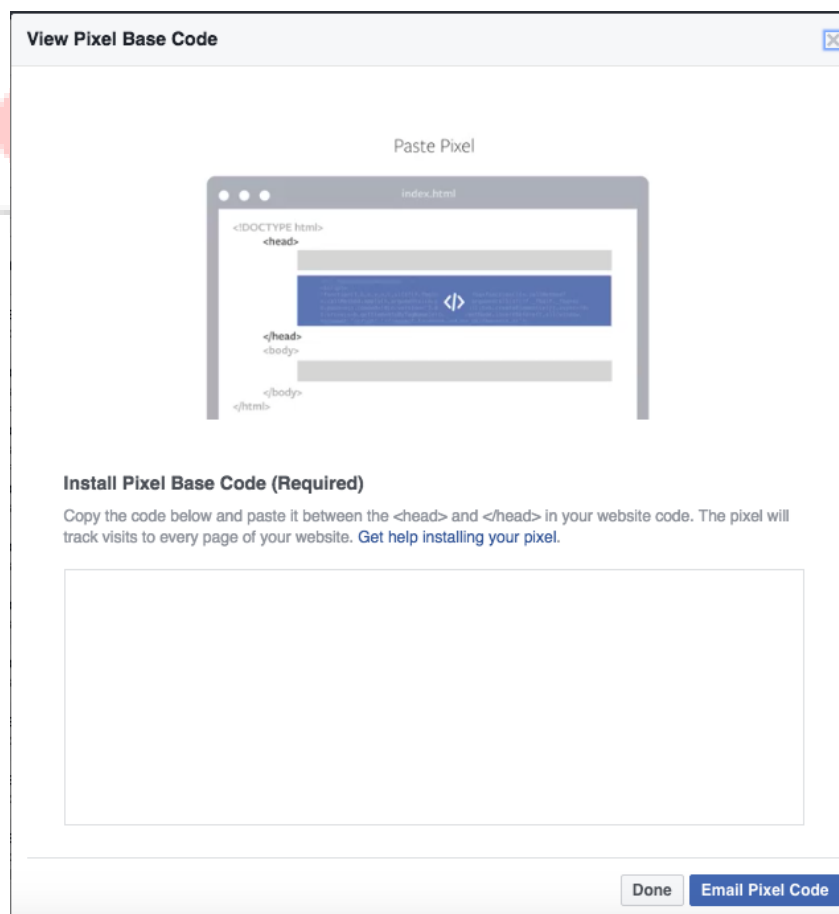
What is pixel code? It's the code that you'll need to put on your website to track visitors. Why is it called pixel code? The code will place a tiny 1x1 pixel on your website that is transparent and can't be seen. It allows the visitors to your site to be tracked. By knowing they've seen the pixel, you know they've been to a particular page of your website or have taken a particular action.

Here's how to get the code: In your Audiences section of Ads Manager, you'll find your new retargeting campaign. Select it,

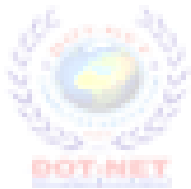
and then click on Actions and click View Panel in the dropdown menu, as you see below.



You'll then get your pixel base code (we've blurred ours in the image below, but this is where you'll get it), which you can place on your website if you're capable, or have your developer put it in there.



And now you're ready to go!



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