Hi all,

So I looked into the Facebook advertisement tactics process for re-targeting ads and look-alike audiences.

Facebook Pixel (and later look-a-like audiences) requires a Facebook Business Manager account, one account per person. Moving the page over here will allow for more advanced user rights allocation, and more advanced analytics and things such as retargeting ads through pixel.

Once there you may need to grant yourself access to your page again. There is an official extension for wordpress which needs to be installed on wordpress to make this work as well. There is also a code alternative for non-wordpress websites. Putting a pixel on the main page, and on the workshop pages should capture a good audience. We can later also put a pixel on the event website and exclude them from our retargeting ads.

Facebook pixel requirements/process:

-Requires a Facebook Business manager account https://business.facebook.com/. one per person - rights can be set per person-per asset. Rights can also be set up between organizations per partnerships.

-Requires facebook pixel installed on the webpage, and consequent events created, which can be done through code or an official facebook pixel plugin to wordpress (attached - can be found through search as well), and the chrome extension helps with troubleshooting and setting up events.

Capturing an audience source

-External sources: Facebook pixels for people who has been on our webpage.

--also possible set up various types of events to get different types of people, e.g. if there is a welcome page to the mail-list then that can be a conversion event

-Facebook sources: People who like the facebook page, or watched a video (Business Instagram videos works to), interacted with Facebook events

These can be used for two type of ads

-Retargeting ads. - people who visit your webpage gets event ads on facebook

-Look a like audience ads - ads to people similar from the audience source. Requires 100 people per country for Facebook to use this as a basis for new audiences.

--Guide: https://www.facebook.com/business/learn/lessons/using-ads-manager-to-create-custom-lookalike-audiences?ref=ahc_lwe#

@Marcin

Once you have created an account we can connect either through partnership to assets, or that you invite me/whoever - and choose type of rights per assets. rights are seperated so that pages, ads accounts, pixels, etc., are held independent. Admin rights provides rights to all underlying. Then there are additional financial rights roles which can be added on top of this.

There has to be min 1 ad account per page, if we use one ad account for multiple pages we can be blocked.

https://business.facebook.com/

If we go ahead you need to create a Facebook business account and if I will help I can be added as a partner, or whoever will help can be added as a partner. If we go ahead with that then you would need to 1) create a Facebook Business Manager Account 2) send me your business ID (you can see it in the URL), which I can use to request access, or you can probably add me/whoever in the business manager.

It is my understanding that we will need to capture data for 100 people per location before it can be used for look-alike audiences. Facebook pixel uses cookies, 1st hand and/or 3rd hand cookies as I understand it. May bee good to have an GDPR notice on the webpage in that case **@Chris & @Michael** – if you have any thoughts here please let us know. What I'm thinking about is GDPR notice mentioning the cookies and if visitors should have the option to turn the cookies down etc. Also if you have any thoughts regarding 1st vs 3rd party cookies. As I understand it Facebook pixels defaults to using both as it is.

@Marcin et. Al - Also who can/should do the WordPress parts of the Facebook pixel? (if we go with Facebook's pixel someone needs to add and activate the plug-in, otherwise the code needs to be added in the header).

I'm putting up a simple Social media list of actions, not strategy level, but good if we can start capturing an audience so that we do have enough people to use re-targeting & look-alike audience ads:

https://docs.google.com/spreadsheets/d/1Q83yea3ufSJH418hJJSVgrdCpaVeAi87A9KYHpU1GMg/edit?usp=sharing

///////////////other types of Facebook ads

Facebook targeting ads and post promotion can be used if we would not generate enough traffic for the cases above, or if we just want to try something else. But discuss this later on. But experimenting is key here, and not using more than 1-3 interests.

Once we sell items there is a catalogue advertisement ad type:

A third option for dynamic ads are catalogues. They can be administered also through the business manager but are best administered through the Catalogue manager.

Catalogue

--https://www.facebook.com/products/catalogs/new