

## FACEBOOK ADS MANAGER

### INFORMATION & RESOURCES TO HELP YOU MAKE THE MOST OUT OF FACEBOOK ADS MANGER

#### TRAFFIC OBJECTIVE

**Why to use:** The Traffic objective can help you get people interested in your business by directing them to your website so they can learn more about your products, shop in your Online store, or sign up for your newsletter.

**How to use:**

[About the traffic objective](#)

**Tip:** Add the Facebook Pixel to your ads in order to track what actions people take on your website after clicking your ads, such as viewing content, adding items to their Online shopping cart or making a purchase.

#### CONVERSIONS OBJECTIVE

**Why to use:** Use the Conversions objective to drive people to take valuable actions on your website. When you leverage the combined power of the Conversion objective and the Pixel, you can deliver your ads to the people who are most likely to take specific conversion actions that matter most to you and your business (like making a purchase or registering for an event).

**How to use:**

[Complete guide to getting conversions](#)

[Video] [Getting More from Facebook Pixel](#)

#### CUSTOM AUDIENCES

**Why to use:** Custom Audiences are built from customer information you already have on hand—or can easily get—making it easy to reconnect with the people who have already shown interest in your business. You can upload your customer file, target people who visit your website or connect with people who have engaged with your business on Facebook.

**How to use:**

[Instructions on creating a Custom Audience from your customer file](#)

[Instructions on creating a Custom Audience from people who visit your website](#)

[Pixel Set-up Guide](#)

[Instructions on creating a Custom Audience from people who engage with your content on Facebook and Instagram](#)

#### LOOKALIKE AUDIENCES

**Why to use:** Use Lookalike Audiences to find potential new customers by targeting people who are similar to your current or past customers.

**How to use:**

[Instructions for creating a Lookalike Audience](#)

**Tip:** When choosing a source for your Lookalike Audience, consider using a group of 1,000 to 50,000 of your best customers based on lifetime value, transaction value, total order size or engagement.

#### ADDITIONAL RESOURCES

[Facebook's Blueprint eLearning](#)

[Ads Guide](#)

[Ads Help Center](#)

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