

# FACEBOOK AUDIENCE CHECKLIST

Start from the top and work your way down to find the right audience for you.

Stop when you find the first audience type you can use

	YES	NO	Lookalike Audiences - Tick this when you have 1000 users in this audience
<b>Website Custom Audiences</b> <ul style="list-style-type: none"> <li>- Tracks website users</li> <li>- Requires Facebook Pixel installed</li> <li>- <a href="https://OrganikDigital.com.au/Pixel">OrganikDigital.com.au/Pixel</a></li> </ul>			
<b>Data Custom Audiences</b> <ul style="list-style-type: none"> <li>- Upload existing data</li> </ul>			
<b>Offline &amp; App Audiences</b> <ul style="list-style-type: none"> <li>- Engaged with mobile apps or recorded in-store visits</li> </ul>			
<b>Page Engagement Audiences</b> <ul style="list-style-type: none"> <li>- Engaged with posts or the page through direct actions like comment, message, share</li> </ul>			
<b>Video Views Audiences</b> <ul style="list-style-type: none"> <li>- Viewed a % of video/s</li> <li>- Setup once a video is published</li> </ul>			
<b>Page Likes</b> <ul style="list-style-type: none"> <li>- Select this audience at the adset level</li> </ul>			
<b>Lookalike Audiences</b> <ul style="list-style-type: none"> <li>- Need an audience source from above</li> <li>- aim for 1,000 users to have enough data for a detailed Lookalike</li> </ul>			
<b>Interests</b> <ul style="list-style-type: none"> <li>- Set these up via Facebook's preset targeting options</li> </ul>			