

# Facebook Audience Development

## Using Your Database on Facebook

Over the next few weeks, we'll be sharing advice and How To guides in order to support your marketing and audience development. We'll first be covering how to maximise Facebook to reach new audiences, engage current audiences and encourage them to take action – aka come to your venue.

First up, **How to Use Your Current Box Office Data to grow your Facebook audience.**

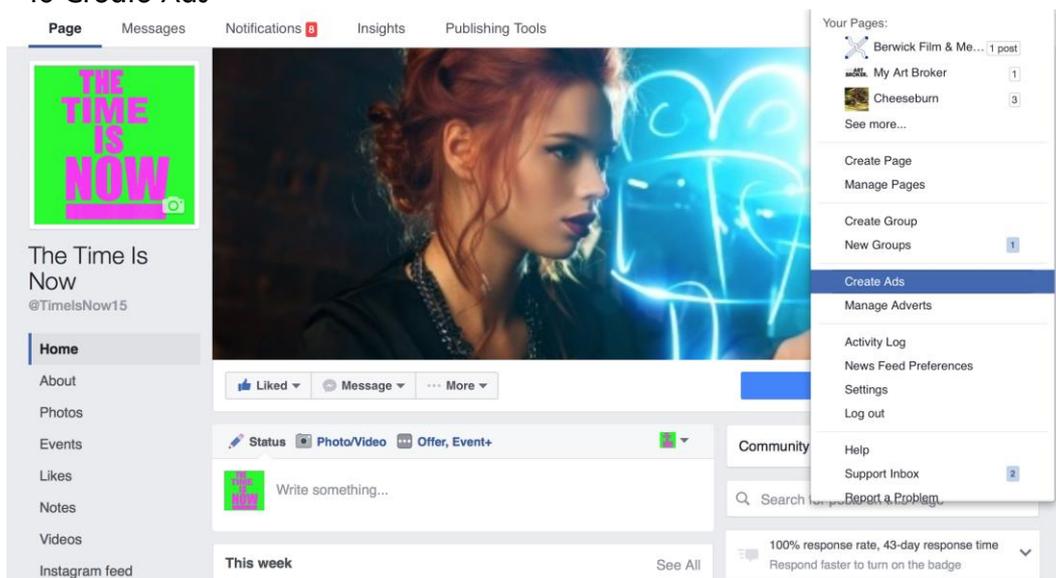
This method will help you to ensure that all those people on your Box Office database, also like your Facebook page. This means you get to communicate with them on more than one channel.

### Preparation

1. You will need a CSV file which contains email addresses for your whole database. Mobile phone numbers are also useful if you have them. Or, the log-in details for your organisation's Mailchimp account. If you don't use Mailchimp, you will need the CSV data file.
2. You will need to be familiar with creating a Facebook advert and should have considered the design of your advert to attract a wide audience. For example, the advert should have some longevity so should not be about a specific screening or event.
3. You will need to be prepared to spend some money on this Facebook advert. The minimum spend per day for a Facebook advert (not a boosted post) is £5, you should run this for at least 4 days.

### Implementation

1. You are going to create a Custom Audience on Facebook using your own data. Later this will be very useful for finding new audiences. But for now, we're going to look at all those people on your database who may not be connected with you on Facebook.
2. Go to the Facebook page you manage and from the drop-down menu on the right, go to Create Ads



### 3. Select **Promote Your Page** from the objectives

The screenshot shows the Facebook Ads campaign setup interface. On the left, there is a sidebar with 'Campaign' selected, and sub-options for 'Objective', 'Advert Set' (Audience, Placements, Budget & schedule), and 'New advert' (Format, Media, Text). The main area is titled 'What's your marketing objective?' and contains a table of objectives categorized into Awareness, Consideration, and Conversion. The 'Promote your Page' objective is highlighted.

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
<b>Promote your Page</b>	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase Brand Awareness	Get video views	Promote a product catalogue
	Collect leads for your business	

### 4. Underneath the **Custom Audiences** field, select **Create New**, and select **Custom Audience**

The screenshot shows the 'Audience' selection screen. It includes a 'NEW AUDIENCE' dropdown, a 'Custom Audiences' field with a placeholder 'Add Custom Audiences or Lookalike Audiences', and a 'Locations' field with a dropdown menu. The 'Create New' dropdown is open, showing two options: 'Custom Audience' (Reach people who've already interacted with your business.) and 'Lookalike Audience' (Reach new people on Facebook who are similar to your most valuable audiences.).

### 5. Select the first option, **Customer File** – this will allow you to upload your data file

## 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.

	<b>Customer file</b> 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.
	<b>Website traffic</b> Create a list of people who visit your website or view specific web pages
	<b>App Activity</b> Create a list of people who have taken a specific action in your app or game
	<b>Engagement on Facebook</b> <span>NEW</span> 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.

## 6. Upload your file or connect to your Mailchimp account to extract data

### 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.

	<b>Choose a file or copy and paste data</b> Use a file with one or more types of customer information to match your customers with people on Facebook
	<b>Import from MailChimp</b> Import email addresses directly from this third-party connection by providing your login credentials.

[Back](#)

7. When you have uploaded the file or connected to your Mailchimp, Facebook will begin to process your data.

8. You can go on and create your advertisement in the same way as you usually would.

*Prepared by Laura Rothwell on behalf of Film Hub North*

9. It can take up to 24 hours for Facebook to process your data and create your **Custom Audience**, don't worry about this, simply create your advert and follow the whole advertising process through to the end.
10. When Facebook has processed your data, it will set your advert live and you will be targeting everyone on Facebook who uses an email address or phone number, which matches the data from your customer file. Usually, this is around 50%, in the cinema and venue industry it may be even more, as both film and Facebook are typically considered leisure activities and so connected with people's personal email addresses.
11. Your advert will run for however many days your budget allows, and over that time you will see your audience increase – as such, you will be reaching your customer database both on social media and via the e-newsletters or direct mail you send out.
12. When you have completed your advert, the next step is finding a brand new audience based on our uploaded data. Get in touch if you'd like the instructions on how to do this.
13. **Remember: track your success! Keep a tab on how much you spend and how much your audience grows = - so you can work out just exactly how well your activities are working.**
14. **Any questions? Get in touch: [laura@crystalsd.com](mailto:laura@crystalsd.com) or 07960 888614.**

### **Success Story**

In September and October 2016, Keswick Film Festival uploaded their Box Office email addresses into Facebook in advance of their 18<sup>th</sup> festival taking place in February 2017.

After spending £17.00 to advertise their Facebook page to audience members who did not yet like the page, Keswick Film Festival saw the following results:

**Reach** as a direct result of this activity: 3,653

**Page Likes** increase as a direct result of this activity: 471%

**Event Responses** as a direct result of this activity: 96

If you have a marketing campaign that has worked well, that you would like to share with the region, get in touch. And, if you have any questions you would like us to cover in these articles, let us know!