

A GUIDE TO
FACEBOOK
AUDIENCES
FOR SALONS & SPAS



Salon Jedi Marketing
award-winning salon marketing

by Caroline Sanderson -The Salon Jedi

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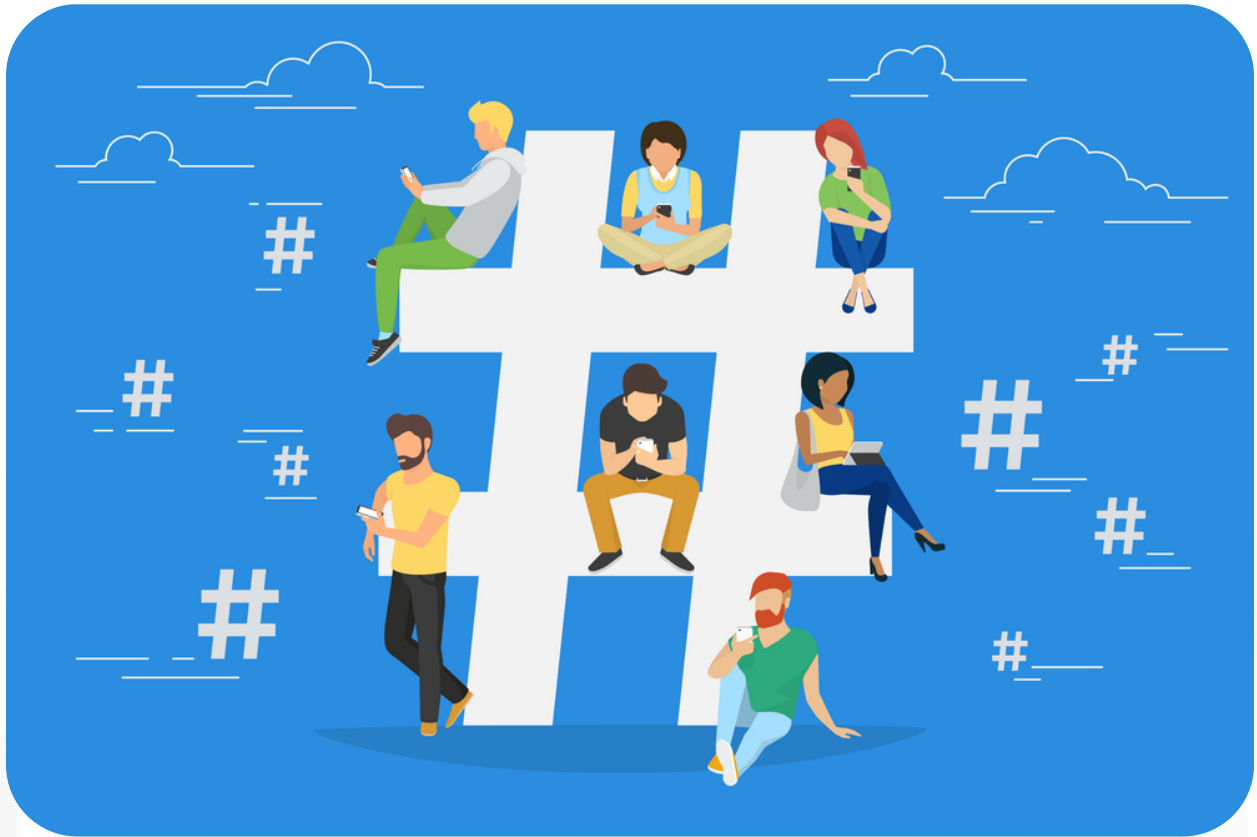
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INTRODUCTION



When marketing your salon on Facebook you really need to learn about Facebook Audiences to get the best from your marketing efforts. In this mini guide I am going to cover the 3 Facebook audiences.

FACEBOOK AUDIENCE #1 INTEREST BASED AUDIENCE.

This when you run a Facebook advert and tell Facebook who you want your advert in front of.

When creating your Facebook advert Facebook asks you to choose who you want to see the advert ie gender, age and geographical location, but the SALON GOLD is the fact you can **choose by interests**.

For example, let's say you are a Female Wedding hair Specialist based in Glasgow.

You would choose as your audience as **women that live in Glasgow** of a particular **age group** (one you think is more likely to be your ideal client).

Then there's a little box on Facebook while creating your ads that says **interests** and you can input for example the word **wedding** in there. Once you have done this you will see a **suggestions link** right next to the interests box and when you click this the Magic happens! It gives you suggestions of interests related to your word 'Wedding'.

It will give you **people were recently engaged 3-12 months ago. WOW**

Now you are putting your facebook advert right in front of your ideal target marketing for women who have announced an engagement on facebook recently. You don't want to waste your budget having facebook put it in front of everyone eg including married men, it really wouldn't be the best use of budget.

FACEBOOK AUDIENCES #2 CUSTOM AUDIENCE



This is when you can create an audience of people who have already interacted with you in different ways online eg people who have visited your website, engaged with your facebook or instagram pages or messaged your business page among others. You can even import a list of your best customers creating a 'customer file' custom audience and if they have facebook accounts you can run ads to them.

You can add a thing called a **facebook pixel** on your website.

What's a pixel? It's a piece of code Facebook generates for you to put on your website and if any visitors to your site have a facebook account then the pixel can follow them around inside facebook and you can remarket adverts to them.

Let's use wedding hair as an example again. They visit your website's wedding hair page but take no action they are just looking for ideas. When they go back on Facebook they see your wedding advert showing your expertise, testimonials and maybe an irresistible reason to visit for a trial that month. Now you are building familiarity with your prospect. Your prospect needs more than one exposure to your marketing message before they feel ready to buy so this is a great way of increasing your chances of the booking.

Don't ask me how a pixel works, I am no techie, I am just happy it does because it means we have another shot at marketing to our website visitors that visit our sites but don't become a customer rather than losing them.

You can go into your ads manager account and find **pixel** and set it up following the the instructions or go to [fiver.com](https://www.fiver.com) and get someone to do it for you super cheap. You can also find lots of youtube tutorials on how to do it.

If your prospect on your site then sees an advert for your salon on Facebook when they are already aware of you, they are more likely to become a buyer. Think of it as marketing to a warm prospect who has heard of you rather than a cold audience who has never heard of you.

Your facebook pixel can track people who have visited your website in the last 180 days or less.

You can also create a **custom audience** of people who have watched your videos on your Facebook Page, or people who have visited or engaged with your Facebook or Instagram pages.

If you have run events you can create an audience of people who've gone to your event page.

When marketing to a warm custom audience the cost of your marketing goes down to remarket to them.

I run all my Facebook Adverts with the FREE **Business Manager** tool which you will find at facebook.business.com which gives me more control and options when running ads.

FACEBOOK AUDIENCE #3 LOOKALIKE AUDIENCE



Audience number three is called a **lookalike audience**. This is when you ask Facebook to create an audience of people who **look like** another audience you have, for example a 'custom audience' as we discussed on part 2.

Facebook will scan this audience for similarities and create a 'lookalike' audience of people with similar interests and behaviours.

A custom audience is a group of people who have already interacted with you in some way eg visited your website, interacted with your Facebook or Instagram pages or even your current customer list.

You can then ask Facebook to find more people similar to those.

An audience is then created of people who **look like** people who have visited your website, people who have purchased from your website, people who have come to one of your events or who look like your existing customers and so on. You can choose exactly what you want your lookalike audience to be.

WHY IS LOOKALIKE SO GENIUS?

Facebook is doing all the work for you finding your potential customers based on characteristics of your existing customers.

Lets say for example you are a luxury hair or beauty brand and your target audience is professional business women who show an interest in luxury goods. Their behaviour on facebook is buying luxury goods, liking and showing interaction with pages of luxury goods and so on.

Even if you just have a small amount of these customers already interacting with you and you have already put them in a 'custom audience' Facebook can create a lookalike audience of other women with similar behaviours and interests on luxury goods, similar jobs and so on.

If you master your audiences on Facebook you are then maximising your marketing budget to the right Client Avatar rather than paying to put your advert in front someone less likely to want what you have.

You don't want to pay to get your wedding hair advert in front of a married man.

Enjoy your Audience creation.

Here's to your salon success

Caroline

The Salon Jedi

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