

# Facebook Pixel & Audiences



## Key Points:

- Facebook Pixel allows you to track all traffic to your website so you can build an audience of people who have visited your website
- Your current database can be imported into Facebook to advertise to
- You can create a look-a-like audience

## Discussion Questions:

*(Make it a safe place where people understand that they do not have to share if they don't feel comfortable with sharing private / sensitive information but emphasise the importance of them still answer the question and writing it down for themselves.)*

1. Do you have a Facebook pixel installed on your website?
  - a. Have you used it to target advertising to?
  - b. What are the results you have seen?
2. Have you imported your database into Facebook?
  - a. Have you used it to target advertising to?
  - b. What are the results you have seen?
3. Have you created a look-a-like audience from your database?
  - a. Have you used it to target advertising to?
  - b. What are the results you have seen?

## Business Building Activity:

1. Install your Facebook Pixel code onto your website
2. Import your database into Facebook to create an audience
3. Create a look-a-like audience from your database

*N.B. Please do not hand these out, these are for you to guide / facilitate conversation. We suggest you ask the question and open it for discussion. If there is a void in conversation, or it is hard to get the conversation going, share your answer then ask the others if they have any thoughts. The questions are a guide only, allow discussions to carry on as long as it is still on topic. Ensure the activity is given as "homework" so people are getting value and making progress.*