



# Demystifying Facebook Audiences

**Everything you need to know about  
Facebook's Audience Tool**


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## Get to know us

Journity is the latest cloud-based software solution, and the first product of its kind developed specifically with nonprofit organizations in mind. Journity revolutionizes the way you think about your website by bringing you a way to connect with your digital audience on an individualized level. In this day and age, individuals expect individualized experiences. By using our simplified dashboard, you can go beyond simple website analytics to deliver messages to your website visitors in real-time, messages that resonate with individuals, because those messages are based on their own personal interests and behaviors.

Five Q, the company behind Journity, was founded on the principle of multiplying impact. That means at the heart of what we do is an unwavering desire to grow the missions of nonprofit organizations both across the US and worldwide through SEO, user experience, creative design, brand identity, email marketing, website development, and website personalization.



## Find us online

[WWW.JOURNITY.COM](http://WWW.JOURNITY.COM)

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Well-recognized nonprofits like charity:water and Mercy Corps have successfully raised funds and empowered people around the world to get involved by mastering Facebook's audience tool.

Charity:water, an organization bringing clean water to people in developing countries, raised over \$450k in annual recurring revenue by targeting people on Facebook with similar characteristics to the organization's current donors.

Mercy Corp, an organization dedicated to helping people overcome adversity and build strong communities, was able to quickly update people on their response efforts following the 2015 Nepal earthquake and raise funds while people were emotionally connected to the event by creating custom and lookalike audiences based on their donor database and Facebook Page Followers.

Both organizations used the tools available to them to generate awareness and quickly target people most likely to support their mission. Understanding the power of the Facebook is key for any business or nonprofit that uses the social platform to connect with it's audience.

This guide will help you navigate the Facebook audience tool, equip you with the best practices, provide easy step-by-step instructions and "pro tips," all while reinforcing how Facebook can help you achieve your mission.

**Charity:water... raised over \$450k is annual recurring revenue by targeting people on Facebook with similar characteristics to the organization's current donors.**



## What's the big deal about Facebook?

Facebook is the most widely used social network in the world. It's a powerhouse platform for business folks and nonprofit marketers alike.

**79% of Americans use Facebook**, and more than half (53%) use Facebook "several times a day." Nearly 22% of the world's population are active Facebook users. There's a good chance several people in your target market are on Facebook right now.

The average user visits Facebook **eight times per day**. That's eight opportunities to engage, connect and deepen the relationship with your volunteers, advocates, and donors. Eight impressions of fresh and relevant content that educates, inspires and motivates your key players.

Facebook is a necessity when it comes to digital strategy. It's a robust tool that allows you to cultivate a community of followers where they already hang out, look for recommendations, and consume information – several times a day apparently.

## More than just a social site

Facebook has a **global reach**. Over 80% of its daily active users are outside of the US and Canada. Not to mention, Facebook is available in 101 different languages. There's also "Facebook Lite," designed specifically for slower connections in developing countries, and it's used by over 80 million people.

More than 101 million users belong to **"meaningful communities"** aimed at helping people around the world connect and engage in interest-based topics. For example, Christian parents coming together, doctors sharing ideas, neighbors connecting to keep their neighborhood safe, career-based groups like women entrepreneurs and young professionals, personal finance communities where members share tips about budgeting and investments... just to name a few.

Facebook also offers features such as **"safety checks"** to help users keep track of their friends, family, and colleagues during natural disasters or other catastrophic events.

Facebook is more than just a social site. It's a place where people around the world connect, engage and share meaningful content. It's a place where people feel valued and acknowledged. It allows users "to be in community" with other like-minded individuals around the world. In essence, Facebook enables connection, an essential aspect to human behavior and belonging. Hence, it's popularity.

## 2 Billion Users Worldwide - How do I find my audience?

You can target just about any audience variation among Facebook's 2 billion users. From *current followers* to *friends of your followers* to "first-time moms, ages 25-30, yoga enthusiasts, and living in Kansas City."

It all **starts with the Facebook Pixel**. The Pixel is arguably the most valuable Facebook tool when it comes to targeting your audience and measuring performance. It tracks the journey of website visitors from a page on your site to an ad to inside your mobile app so you can later target them based on their online behavior.

If you have website visitors, then you have an audience on Facebook. The Pixel also allows you to:

- Build custom audiences from your current web traffic
- Expand your audience with lookalike audiences
- Refine your retargeting efforts
- Track performance through conversions
- Unlock automated bidding options

If you don't have the Facebook Pixel installed on your website, **do it now**.



Installing the Pixel is key to demystifying your Facebook audience. Here's why...

1. **Reach the right people** by targeting those who take action or visit a specific page on your website and create a lookalike audience based on the characteristics of your biggest fans.
2. **Drive product sales, event registrations and donations** through retargeting ads that target people who are most likely to take action.
3. **Measure the results of your efforts** through a robust tracking platform by keeping a close eye on engagement, conversion rates, and donations/sales.

All you need is (1) a website, (2) the ability to update your website's code, and (3) 20 minutes to knock it out — then you'll be on your way to refining your digital strategy and creating better-targeted ads.

Check out the step-by-step guide for installing and troubleshooting the Pixel at [facebook.business.com/help](https://facebook.business.com/help) or [developer.facebook.com/doc/facebook-pixel](https://developer.facebook.com/doc/facebook-pixel).

## Reaching Beyond Your Current Website Traffic

Facebook allows you to capitalize on the audience already visiting your website, but the real power of Facebook comes from the information people share on their profile. Yes, you can target based on standard demographics (age, gender, location & language), but it doesn't stop there.

Move beyond standard targeting to building lists that are truly personalized to your audience based on 3 main areas:

**Detailed Demographics** — marital status, level of education, children's age and more

**Interests** — pages they follow, groups they are members of and brands they "like"

**Behaviors** — users actions and life events. This includes anything from an upcoming birthday to "traveling abroad".

Pay attention to targeting options based on Charitable giving, which offers classifications for the types of causes people support.



### PRO TIP

Use the [Audience Insights tool](#) to generate targeting ideas and suggestions if you're feeling overwhelmed by all the targeting options.

## Lookalike Audiences & Retargeting

The Facebook Pixel allows you to serve ads to people who are similar or "look like" your current website audience. You can also upload donor lists and target people with common characteristics to your past and current donors.

Not only can you quickly and efficiently create lookalike audiences to boost conversion rates, but you can also generate remarketing lists to target visitors who've shown interest, but haven't completed an action (download, donate, sign up, purchase). Facebook will serve ads to remind visitors of products, content, and pages they've already visited/liked/watched.

Creating a lookalike audience is a great way to expand your reach beyond current web traffic, while retargeting re-engages visitors and encourages them to take action.

## Let's Break It Down

A Facebook Business Page is the most basic form of engagement and an important piece of digital property for non-profits. It helps your audience find you, gather important information and stay up-to-date with your organization. Please note: there are limited advertising opportunities for nonprofits that do not have a Business page set up.



### PRO TIP

Be sure to select your "Preferred Page Audience" when setting up your business page. According to Facebook, this will "reflect who you'd most like to connect with" and identify users who are most valuable to your page.

Second, add the Facebook Pixel to your website if you haven't already done so! Reference link on page 5 for a step-by-step guide.

Next, map out your campaign(s). The type of audience you'll target will depend on your campaign goals, budget, and KPIs (key performance indicators). Determine who you want to reach by looking at your current website audience and donor or volunteer demographics. Use tools like your CRM (customer relationship management) platform and Google Analytics to help you determine the best audience to reach your campaign goals.














### PRO TIP

Upload your donor/email/volunteer list and create a 'Lookalike' audience. The Facebook algorithm will pick people with similar characteristics to whatever list you upload.

Let's take a quick look at three examples (awareness, email list growth, donation) of common nonprofit campaigns. Check out the image below to see the options available on Facebook.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

## Awareness Campaigns

Awareness campaigns are designed to reach a broad audience. They will have the most generalized audience targeting. Awareness campaigns are great for:

- boosting posts
- promoting your page
- connecting with people located near your organization
- promoting your website
- event publicity
- video exposure

Promoted posts are labeled as “Sponsored” and drive people towards deeper engagement — such as “like page” and “learn more”.

**Example:** You want to promote a recent podcast for new parents.

**General Demographics:** Use your current audience (collected by the Pixel) to set your general demographics.

**Detailed Demographics:** Let's say the topic of this particular podcast is focused on new parents with toddlers. Use the Facebook Audience tool to select your detailed demographics as “new parents” and “parents with toddlers.”

**Interests:** This may include people who like pages of the people you've interviewed on your podcast. It also may include “motherhood,” “family,” or “parenting” interests.

Check out [National Safety Council's success story](#) on raising awareness of the opioid crisis with Facebook video ads and thoughtful targeting.

## Email List Growth Campaigns

This is commonly referred to as lead generation. Lead gen campaigns have more targeted settings to ensure your leads are qualified. The call to action for these campaigns are often more direct such as “Sign up,” “Subscribe,” “Download.”

**Example:** You want to recruit new volunteers for your nonprofit.

**General demographics:** This may include location and/or age data if there are minimum age requirements for the volunteer opportunity. You also may target a specific language if you’re looking for volunteers who are bilingual (i.e. individuals who live in Omaha, ages 18-22 and bilingual in Spanish).

**Detailed demographics:** There is a wide range of options here — you may be looking for college students with opportunities around their field of study (i.e. students who attend the University of Nebraska and study social work, counseling or education).

**Life Events:** Let’s say your campaign is focused on volunteering for their birthday so you may use the life event “upcoming birthday” as a targeting option. By targeting specific life events, you can catch your audience at the perfect time in his/her season of life.

**Interests:** This may include interests like health care, family, physical fitness, current events, and/or outdoor recreation – just to name a few.

**Behaviors:** This may include Page Admins for social good groups.



### PRO TIP

You can also create a lookalike audience from a list of your current volunteer using your handy-dandy Pixel.

Learn about how [Humane Society International](#) engaged mobile users to gather new leads and captured 53% of their supporters email addresses through smart Facebook targeting.

As a nonprofit marketer, you can learn so much by observing what other organizations are doing. Be sure to check out how the team at [Mercy Corps](#) used their CRM, Facebook Pixel and core audience to reach the right people, resulting in a 50% decrease of cost per conversion compared to other ad platforms.

## Donation Campaigns

Donation campaigns are often targeted at people who’ve already engaged with your organization. If they’ve never heard of you, they’ll be less likely to give than someone who has shown interest and connected with your cause.



Create a custom audience based on the people that have a strong awareness and affinity for your cause. Perhaps they frequent your website, signed up for a newsletter, visited a campaign page, volunteered or donated in the past. Using Facebook's remarketing feature, you can target an engaged audience most likely to donate.

When the right people are targeted, the campaign will be successful. Common CTAs used in donation campaigns are "Donate Now", "Shop Now", and "Learn More".

There are several ways to target your engaged audience for donation campaigns using the Facebook Pixel, audience tool, and lookalike audiences. Let's take a closer look at how remarketing influences top performing audiences.



### PRO TIP

Beyond the Pixel, you can upload email addresses to create a custom audience. This is particularly helpful for targeting users that engaged in your offline events — such as a recent conference, 5k run, annual gala or golf fundraiser.



### BONUS TIP

Capture your audience's attention with the right imagery and no more than 5 words in the ad headlines.

Our friends at charity:water are experts when it comes to retargeting ads and raising donations through Facebook. Check out their [success story](#).

### Top Performing Audiences = Increased Donations

The trusted M+R Benchmark Study reported the average conversion rates for nonprofits is a lousy 1%. This means 99% of visitors leave your website without engaging. It's critical to use retargeting to bring those users back to your website.

Retargeting requires less education and user initiative. These people are familiar with your organization. They simply need a reminder or reason to donate/support/buy/sign up. Check out three audience types that are often top performers.

1. **General Retargeting** - Aimed at bringing back new users and offering them further micro-engagement opportunities. Share a compelling story or testimony. Use remarketing ads to announce "last chance to donate." You'll get a better response rate by reaching those who've already been to your site than cold outreach.
2. **Retargeting Your Email List** - Many people subscribed to your email list to receive your content, but miss it in their cluttered inbox (or worse yet - it gets filtered as spam). Retargeting a custom audience from email subscribers is a great way to make sure they see important updates.
3. **Donor Re-engagement** - The current first-time donor retention rate is around 25%, according to the M+R Benchmarks Study. Retargeting recent donors is a great way to keep them engaged with your cause and aware of new opportunities to get involved.



## PRO TIP

If visitors start a donation form on your website, but fail to complete it, retarget those individuals to complete the form. This is called form abandonment retargeting.

The M+R Benchmark Study states that only 17% of users that start a form finish filling it out. This means that 83% of users that were interested enough to start making a donation didn't complete the donation.

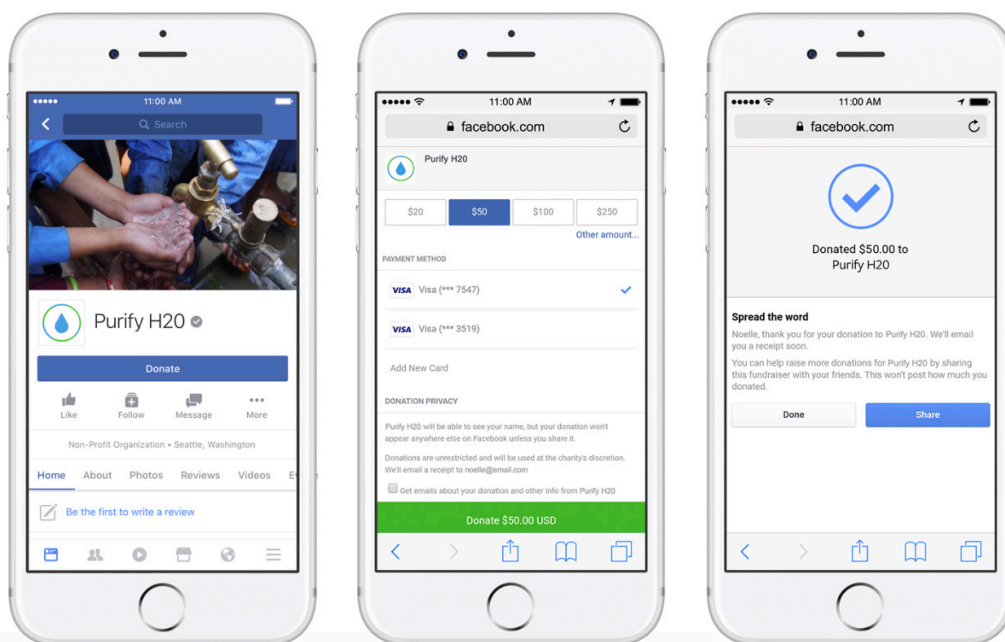
This is a great opportunity to re-engage users and encourage them to become donors.

## Collect Donations via Facebook

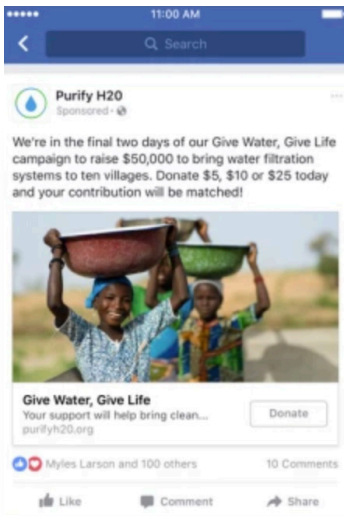
Social media is a powerful way for people and organizations to engage their communities and promote causes they support. In recent years, Facebook developed features like *live videos* that give your audience a “behind the scenes” look into your organization and *donate buttons* that allow you to directly collect donations without having to leave Facebook.

Facebook’s engagement tools (posts, live videos, stories) are a way to connect with your audience through thoughtful and educational content. This allows your audience to consume information in real-time, rather than months later in a quarterly update or annual report. Facebook allows you to interact with and respond to your audience faster than ever before. Maintaining an ongoing dialogue with your audience in real-time allows you to connect with new donors when they are ready to give.

**Page Header** - drive donations by placing a “donate” button on your Facebook Page header. You can redirect users via the “donate” button to your website or people can give directly without the donor leaving Facebook.



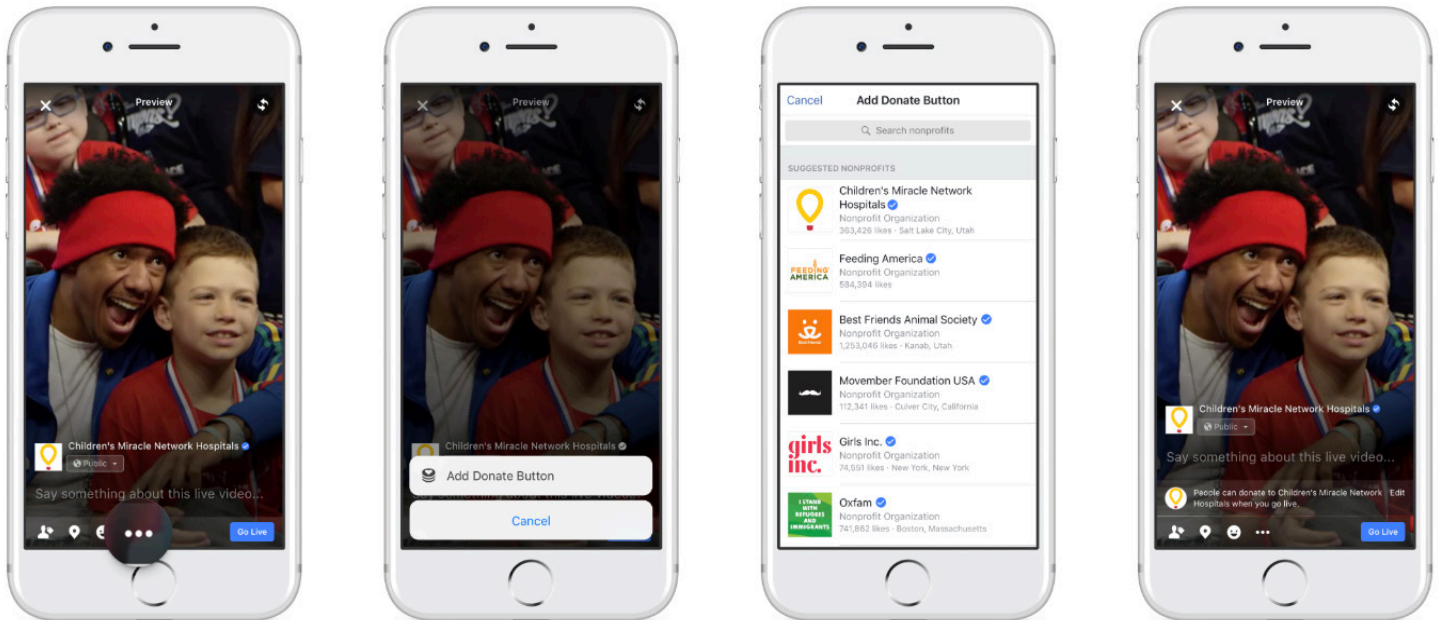
**Posts** - include a “donate” button that allows people to give as they are engaging with your content. This makes it easy for people to give if inspired by a specific post.



**Facebook Ads** - drive donations via a “donate” or “learn more” button on targeted ad campaigns.

**Facebook Live** is a great way to give your audience a peek “backstage.” Go live leading up to giving season to share success stories and opportunities to get involved. Live videos are also a great way to raise specific need awareness, thank donors, answer questions, respond to concerns and comments, and cultivate a trustworthy relationship with your audience.

Invite video viewers to support your mission by adding a “donate” button directly to your live video. According to Facebook, videos are seven times more engaging than regular posts.



**Peer-to-Peer Fundraising** - Facebook has a donation feature that allows users to raise money for causes they support. Encourage your followers to host a fundraiser via their personal page in honor of their birthday or recent life event.

## Did You Know?

According to Facebook research, over 770 thousand people donated \$17 million in one week following the April 2015 earthquake in Nepal.



## PRO TIP

When asking your social media audience to donate, provide a specific and tangible request based on a current campaign goal or need. Include suggested contribution amounts to eliminate barriers and create a hassle-free giving experience.

## Closing

Facebook is more than a social media site, it's a powerhouse marketing and donation platform for nonprofits. Your audience spends significant time here and it's a great way to get in front of them several times a day.

Use the tips above to demystify your Facebook audience. Start by installing the Pixel to reach beyond your website traffic with lookalike audiences and generate impressive donation volume through retargeting options. Facebook makes it easy to interact with your current audience and reach new potential donors.

Our team at Five Q is made up of Facebook pros and we'd love to help you get started! Sign up here for a free [Facebook audit](#) to kick things off!

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