

# How to Set Up Tracking in Facebook

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## 1. Why Do You Need to Set-up Tracking

By setting up the proper tracking it will give you insights into what is working, but equally important what is not working.

## 2. Steps in Setting up Tracking in Facebook

- 1) Create Facebook account
  - a) Create your Facebook account if you haven't have one.
  - b) Navigate to the ads manager section and that will either create a new Ad account for you or will obviously go into your existing ads manager account.
- 2) Install Facebook pixel
  - a) What is FB Pixel?
    - It is a little bit of code which Facebook give you to install on your website.
  - b) Where to locate the code?
    - Just like you probably installed Google Analytics code on every page on your website, you're going to do exactly the same thing for the Facebook pixel.
  - c) Why Install the code?
    - It will enable you to do remarketing or retargeting which is video showing ads to people who have come to your website before.
    - When you want to scale out your account and start finding new audiences and that's through a concept called lookalike audiences.
  - 2.1 How to Install Facebook Pixel
    - A. Within your ad manager account, navigate in the menu to the pixel section.
    - B. Follow the prompts.
    - C. Once you get the code, you can either give it to your web developer or if you're a little bit technically inclined you can just copy it into the back end of your website.
- 3) Setting Up Conversion Tracking
  - a) What is a conversion tracking?
    - It's essentially telling Facebook what you're trying to achieve, what success, what's the goal?
    - It will arm you with the knowledge of which ads are working, which image is working, which ad copy, so that you can continually optimize your account which is the end goal.
  - b) How to Set-Up Conversion Tracking

- Within your ad manager account, navigate in the menu and select custom conversions section.
- From there, you can now set up your conversion tracking.

### **3. Create Custom Audiences (Remarketing Audiences)**

Audiences are those targeted people that you'll be showing your ads to. The best place to start is to show ads to people who already know you (the people who already like your Facebook page).

#### **How to create custom audiences:**

1. Navigate to your audience section within your ads manager account.
2. Manually create the following sample audiences by clicking on Create a custom audience:
  - a. Engagement audience
    - Anybody who has engaged with your Facebook page in somewhat or perhaps watch some of your videos.
  - b. Website custom audience
    - Are people who visit your website with people on Facebook. Using the Facebook pixel, you can then create an ad to show to that audience.
  - c. Master Audience
    - A list of people with the maximum allowable time that they've been on your website.
    - Everyone who's come to your website in the last 180 days.
  - d. Lookalike Audience
    - Are new people who are likely to be interested in your business because they're similar to your best existing customers.

#### **Facebook Pixel Helper Plug-In**

- Free plug-in that you can install on your browser to help you check if your Facebook pixel is firing and working correctly.
- This will help you debug and troubleshoot if there are any issues with your pixel.