

## 6 Ways to Grow RM Audience without Website

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- ❑ How and Why Create a Remarketing Audience without Needing a Website?
  - Through Facebook Custom Audiences, advertisers are now enabled to create a remarketing audience without needing a website.
  - But why would you want to create a remarketing list of people who haven't come to your website? The reason is to include the people that haven't gone to your website before but are still somewhat engaged with your business and your brand.
- ❑ Navigating to Customer Audience Section
  - Log into your Facebook account
  - Navigate to the audience's section
  - Click create audience
  - Then click custom audience
  - From the options, select the two main ones: Customer File and Engagement on Facebook
- ❑ Customer File
  - This is a type of audience you can create which is made up of your existing customers.
  - This is essentially where you upload your database so you might have a list of people who have purchased perhaps even from offline methods that have come into your shop and they've left their email address or you've been at a trade show and you've got a list of email addresses online or offline.

- ❑ Engagement on Facebook
  - ❑ Video Engagement
    - Create a list of people who have engaged with your video in any way. You can create a list of people who have watched a certain portion of your video.
  - ❑ Facebook Page Engagement
    - Create a master list of everyone who is engaged with your page in any way.
    - Someone who has liked one of your post, commented on one of your posts, liked an ad, shared an ad, or any kind of interaction.
  - ❑ Lead Generation Engagement
    - Create an audience of people who have potentially opened your lead form and not submitted or create an audience of people who have submitted the form to show them a different ad.
  - ❑ Instagram Business Profile Engagement
    - Same like what you can do in Facebook account, you can create a list of people who are engaged with your Instagram account in any way, be it like people who like one of your posts, etc.
  - ❑ Messenger Engagement
    - Create an audience of people who have sent a message to your page and send them an ad straight into the messenger app.