

# Look Alikes



It is time to talk Facebook Adverts...

It's pretty safe to say that if we think about our ideal customer(s), chances are, the vast majority of them will be on Facebook.

But did you know there's an easy way to find and advertise to the people who have similar interests and behaviours, to actual customers that have bought from you previously.

Lookalike Audiences on Facebook Ads.

Essentially, it allows you to target new people who are likely to be interested in your business because they share similar characteristics to your existing customers.

As you can imagine, this saves a lot of time and guesswork. You'll also be pleased to hear, it also saves you money. Since you already know the characteristics of your desired audience, you can avoid unnecessary spending on the wrong audiences. In other words, this allows you to optimise your ad spend while generating more significant returns and increasing your customer base!

The other big, (and possibly main reason), successful businesses use Facebook Lookalike Audiences, is that it gives you the ability to reach outside your customer base or usual scope. You can easily see how you can utilise Lookalike Audiences to supplement your existing campaign(s), meaning you can experiment and target multiple audiences simultaneously. With this, you can reach similar consumers you haven't appealed to yet and grow your enquiries and customers.

There's loads of helpful info and guides on getting Lookalike Audiences set-up and working for you, too much for us to put into this article – but it's important that we make you aware of it so you can utilise it to help your business.

So, give it a go and see what happens.

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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