



# FACEBOOK ADS MASTERY

PUBLISHED BY  Lurn®

## PIXEL TRAINING HACKS



EST.

imarketing.courses  
BEST PLACE TO LEARN !

2021

## Pixel Training Hacks

The First 3 Types Of Audiences We Run To When We Are First Starting  
And Warming A Pixel Up



This is a practical guide to using Facebook Pixels for optimal ROI with your Facebook ads.

Think of the content here like a field guide or travel guide: *quick overviews, specific strategies and just what you need to implement everything.*

That's the focus here, **to give you what you need to optimize your pixels, and as a direct result, your Facebook ad campaigns.**

Before we go into pixel strategy, let's lay some groundwork and talk about some foundational concepts here.

### What Are Pixels?

First, let's summarize what Facebook Pixels are...

**A pixel is a piece of code that enables you to track and organize your audiences for ad campaigns.**

The Facebook Pixel allows communication between your website and Facebook. This enables you to collect information about who visited specific pages and run ads according to that data.

For example, let's say a company has a popular blog post on the same topic as an offer they're trying to sell. With the Facebook Pixel, they can run Facebook Ads to people who visited that blog post page.

Here's another example that many companies use. They run ads to people who visited a checkout page but didn't complete the order.

You can use a pixel with any page of your site, even the homepage.

## What Are Pixels Used For?

Facebook Pixels have a lot of uses. We just gave you a couple of examples, but there are a lot more.

In general, pixels are used for three purposes:

1. **Tracking** – Tracking the performance of ads
2. **Optimization** – Creating higher converting ads based on specific actions
3. **Retargeting** – Retarget people who visit your site (or specific pages on your site) or take certain actions

All of these allow your business to maximize your ROI from Facebook ads.

## 3 Types Of Audiences

In order to maximize the effectiveness of Facebook Pixels, you need to understand the three types of audiences.

If you don't already know, the three types of audiences are...

1. **Cold audiences** - People who have never heard of your brand
2. **Warm audiences** - People who are familiar with your brand (example: someone who follows you on social media)
3. **Hot audiences** - People who know, like and trust you (example: a happy customer)

It's crucial to understand these types of audiences in relation to your business. When we get into the advanced strategies around pixels, we'll show you how to leverage these audiences to optimize your pixel and run more effective ad campaigns.

Now that we've established the foundational concepts, let's get into the strategy.

## Basic Facebook Pixel Strategy

*Note: If you need help actually installing a Facebook Pixel (now called a “Meta Pixel” after the company’s name change), always refer to Facebook’s own documentation, as the specifics may change. Here’s the link to that: [How to Set Up and Install a Meta Pixel](#)*

When it comes to pixels, you want to establish and implement a simple strategy.

This comes down to three steps:

- 1. Get clear on what you’re ultimately trying to achieve with your ad campaign**
- 2. Find the best event to optimize for**
- 3. Train your pixel and optimize your ads**

**The first step is to get clear on what you’re trying to do with your ad campaign.** What’s your end goal? Are you trying to sell a specific offer? Do you want to get more email subscribers?

Once your goal and focus is established, that will inform everything else you do.

**The second step is to find the best event to optimize for with your ad campaign.** This may or may not be the same as your end goal.

Some of the most common events to optimize for are product/service sales, website traffic, opt-ins, etc.

*In the advanced section below, we’ll give you a strategy to help you know where to start and how to refine this process of optimizing for certain events.*

**The third step here is to train your pixel and optimize your ads.**

Once you have everything setup and you know what you want to optimize for, you need to train your pixel.

Every pixel has what’s called a “learning phase” where it gathers data in order to optimize your ad delivery.

**The learning phase takes around 50 conversions**, sometimes a bit less or sometimes more. During this learning phase for the pixel, it’s important to not make any changes.

If you make any changes, it will reset the learning phase. This includes pausing the ad, changing the budget, changing the bid, etc.

Making changes to your ad during the learning phase makes your costs go up. This is because the changes destabilize the results, which causes your ad to spend more money to get stable data.

To avoid disrupting the learning phase, try to set your ad up so you don't have to make changes. Plan out everything before you run the ad so you minimize any changes you need to make later on. The best approach, if you really need to make changes, is to start another ad from scratch.

Beyond the learning phase for a pixel, there's also a process of optimization. In general, **you need about 500 pixel fires to begin to optimize it**. Remember, the more data and feedback, the more optimized your pixel gets.

Also, you can optimize your pixel within a specific timeframe as well. We recommend optimizing for a seven day window in most cases. Since the vast majority of people don't buy right away, a seven day window gives ample opportunity to get the conversions you're looking for.

When you train your pixel this way, your ads will become more and more optimized. On top of that, you can apply some more advanced strategies to get even more out of your pixels.

### 3 Advanced Facebook Pixel Strategies

Now let's get into some more advanced pixel strategies. These will help you get the most out of your pixels and Facebook ads in general.

#### 1: Hot-To-Cold Pixel Training



In order to optimize your pixels and ads, **start with your hottest audience for the beginning of training any pixel**.

This creates the best results because you're training your pixel on your ideal customers, which then gets better results with colder audiences.

At Lurn, we start off with our existing customers, which are our hottest audiences. Then, after spending about \$5,000 or after two weeks, we move towards colder audiences.

The exact prescription of this will vary from business to business, but the important thing is to start with your hottest audiences then move to colder ones.

If you don't have any customers yet, start with the warmest audience you have so far. This could be people on your email list, or maybe even just people who like your page.

Remember, for optimal results, start off your pixel with hot audiences and gradually move to colder audiences.

## 2: Optimize Further Into Your Funnel



In the beginning, you can optimize for events more at the top of your funnel. This includes things like video views, clicks, etc.

You can do this because, **in the beginning, it can be difficult to optimize “down the funnel” events like sales.** That's because everything is new, unproven and unpredictable. In many cases, it's more effective to optimize for something easier than work your way down the funnel.

If you're newer to Facebook Ads, start with optimizing for events like video views, clicks, engagement, etc. Then as your pixel and funnel mature, you want to optimize for further down the funnel.

Here's an example. Let's say you have a webinar funnel that sells a high-ticket program. If you start running Facebook ads immediately trying to optimize for sales, you have so many variables throughout that process. However, if you start by optimizing ad clicks, then you will

definitely know your ad works before optimizing the webinar registration and sales process. See the difference?

You want to make sure you know what works, as well as the failing point of your funnel in order to maximize the ROI of your ad spend.

### 3: Train Pixels For Different Offers



As you grow your business, **you can train multiple pixels for different offers or funnels.** This is best if you have offers at different price points.

Doing this helps you optimize different ad campaigns for the best people for each. The less similar your offers are, the more effective differentiating the pixels will be.

Someone who buys a low-ticket offer from you might be very different from someone who buys your most expensive offer. You can optimize this by training multiple pixels for different ad funnels.

Once you have some success with Facebook ads, expanding out this way is a great strategy for scaling your business.

## The 2 Things That Will Always Help



No matter what you're doing with Facebook ads and pixels, you should always be...

1. **Building your audience**
2. **Training your pixels**

The bigger the audience you have, the more warm and hot audiences you can reach. Having a big pool of warm and hot leads for your business can make your ads super-effective.

It's also important to be clear about who your hot and warm audiences are. Is your hottest audience a certain group of customers? If so, which specific customers? Keep this in mind for your ads.

Then as you keep running ads and firing your pixel, you gather data and your pixel trains and optimizes.

On top of those, *remember to visit Facebook/Meta's official documentation when doing anything technical. Since the individual steps are always changing, it's important to reference the official sources for that.*

## Your Key Takeaways





Now let's help you apply everything here before we wrap up.

First, know your cold, warm and hot audiences. This will help you understand who to target and how to get the best results out of your pixels.

Then implement the basic Facebook Pixel strategy:

1. Get clear on what you're ultimately trying to achieve with your ad campaign
2. Find the best event to optimize for
3. Train your pixel and optimize your ads

This is the basics to start training your pixel. From there, you can start using the more advanced strategies.

Here's a recap of the advanced strategies:

1. Keep growing your audience and training your pixels
2. Optimize for further and further down the funnel
3. Train pixels for different offers/funnels

That's our pixel training hacks in a nutshell.

Now you know how to start using pixels and what audiences to run your ads to.

Apply these and keep refining your strategy. With practice, you'll be able to optimize your ads and scale your business on demand.

