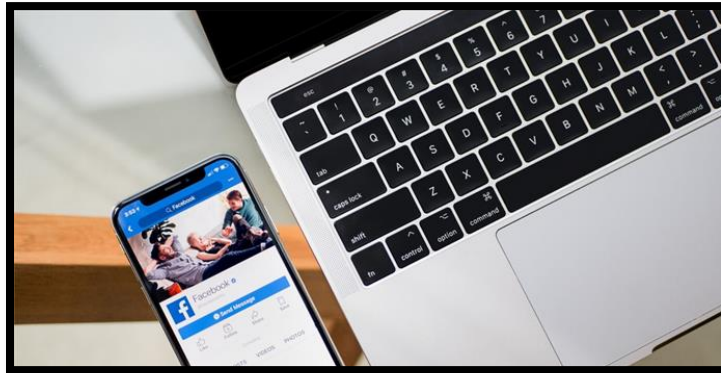




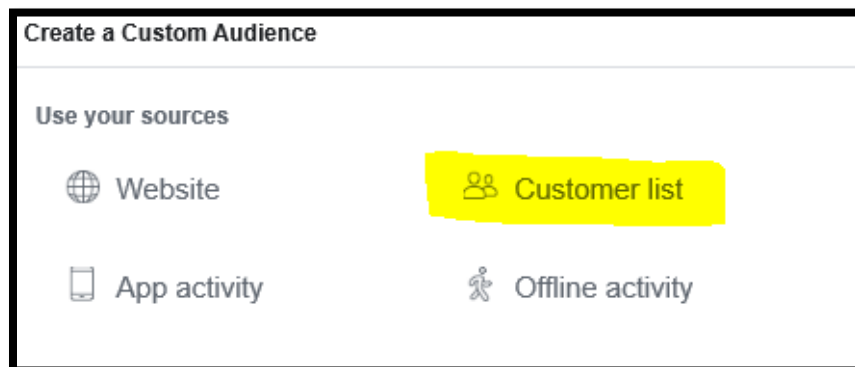
MANSELL MEDIA  
social media management

Importing Emails into Ads Manager  
How & Why it Works

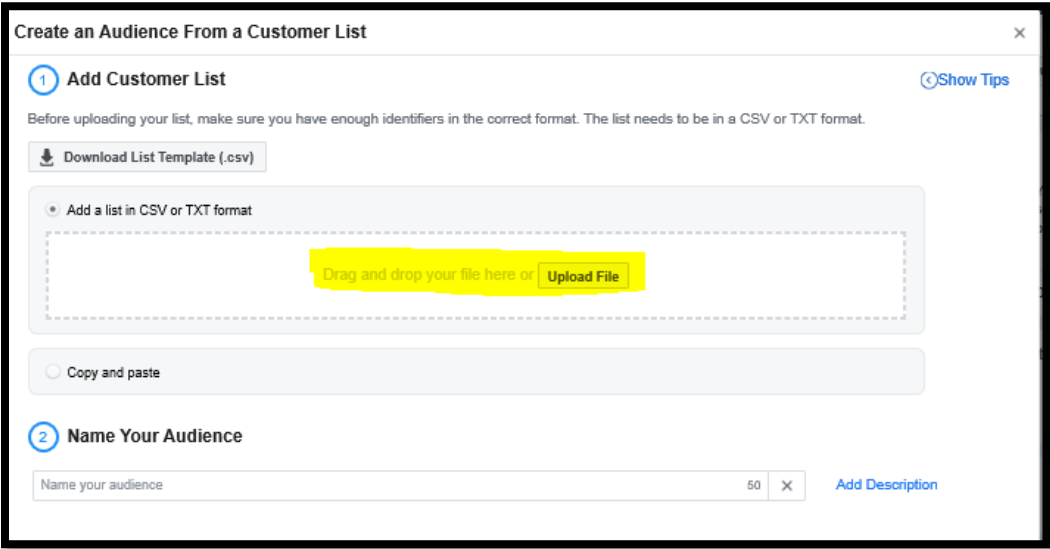
Many businesses gather client emails. Emails are a great way to stay in touch with your clientele or those that have engaged/shown interest in the past, whether it be for monthly newsletters, updates or offers. So why not take it a step further and use those emails in your Facebook marketing strategy?



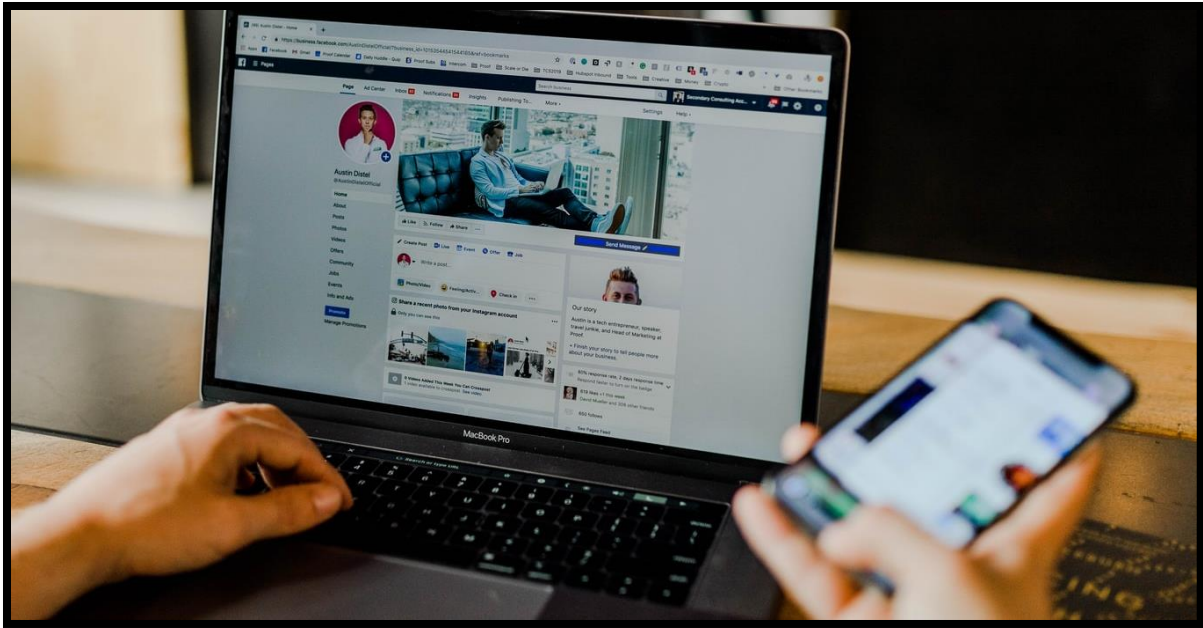
Facebook has a feature within ads manager where you can import your email database to serve ads directly to people who have given you their email.



**How Does This Work?** To put it simply, if the email associated with the individuals' Facebook profile is the same email they provided you with, ads you create with the email custom audience will be shown to those individuals. Obviously, there is a chance some of these emails might not be associated with a Facebook account, but research suggests that a large majority of people use one main email for personal use that is unrelated to work. Chances are the email they give you is probably the email they use for Facebook.



**Why Do This?** Facebook is the biggest social network worldwide with over 2.6 billion monthly active users as of the first quarter of 2020, so the odds are most of your clientele will have a Facebook account. So, why not try to retarget them on a platform they spend most of their free time?



**How it Helps.** If these individuals have gone as far to provide you with their email, they have expressed interest in what you have to offer and are more likely to do business with you versus someone who has never heard of your business before. Also, they are more likely to engage with the ad because your business is familiar to them. Keep in mind retargeting is a key component in conversion rates. Marketing 101 will tell you a person needs to see a brand or message at least 7 times before they retain the info or decide to commit. Since they previously engaged by providing email, they have the potential to act faster. More engagement, better results.

Look at it this way... this marketing strategy can't hurt, it can only help! Contact Mansell Media to get started or learn more.