



Facebook Pixel Basics

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What We'll Cover

- What Exactly is a Pixel?
- How Does it Help My Business?
- What Does it Track?
- What is Remarketing

What is a Facebook Pixel?

A **Facebook pixel** is code that you place on your website. It helps you track conversions from **Facebook** ads, optimize ads based on collected data, build targeted audiences for future ads, and remarket to qualified leads—people who have already taken some kind of action on your website. (Hubspot)

How Does It Help My Business?

Track Conversions (separate from Google Analytics)

Retargeting/Remarketing Advertising

Create Lookalike Audiences

Run Effective Ads

What Does the Pixel Track?

- **View content:** Someone lands on a page on your website.
 - **Search:** Someone uses the search function to look for something on your site.
 - **Add to cart:** Someone adds a product to their shopping cart on your site.
 - **Add to wishlist:** Someone adds a product to a wishlist on your site.
 - **Initiate checkout:** Someone starts the checkout process to buy something from your site.
 - **Add payment info:** Someone enters their payment information in the purchase process on your website.
 - **Make purchase:** Someone completes a purchase on your website.
 - **Lead:** Someone signs up for a trial or otherwise identifies themselves as a lead on your site.
 - **Complete registration:** Someone completes a registration form on your site, such as for a subscription product.
- + Custom Conversions like value, product name, search strings, registration status...



Retargeting Basics

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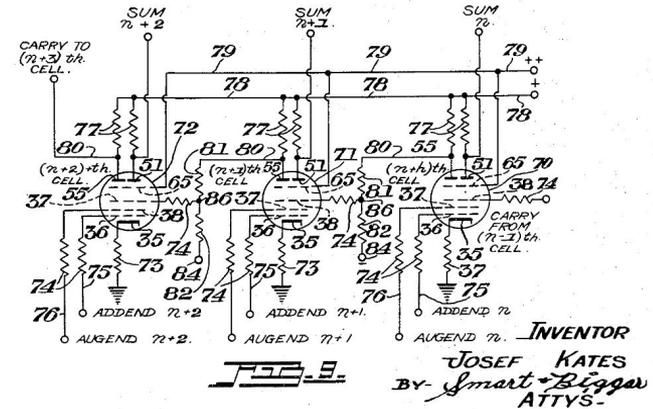


Retargeting is AMAZING

The path from first contact to purchase isn't a straight line.

It takes a few well-designed points of contact to close most sales

Retargeting sets up automatic touchpoints to do just that





1. Step by Step

- **Install the Pixel**
 - ◆ I love [RocketLink](#)
 - ◆ PixelCaffeine WP Plugin
- **Define the Buyer's Journey**
 - ◆ Start with one path, it's easier. Replicate later
- **Setup your Ads to run on autopilot**
- **Watch & Adjust**

Pixels...

- Facebook
- Google
- HubSpot

Tip

Using RocketLink or Pixel.me gives you options for multiple pixels using a URL shortener



***MOVE PEOPLE THROUGH
YOUR SALES FUNNEL***

Define The Journey

1. Click Link to Blog Post
2. Call to Action within blog post
 - Clicked but not added to cart?
 - Added to cart but not purchased?
 - Purchased?

Clicked but Not
Added to Cart
Top of Funnel =
More Awareness

A wooden tray with a burger, fries, and a drink. The burger is on the left, the fries are in a metal basket on the right, and a drink is in the center. The background is blurred, showing a person in a dark jacket.

FLAME BURGERS

A stylized flame logo in orange and brown colors, positioned on the left side of the image.

GRAND OPENING THIS SATURDAY | 500 SPARK AVE

Added to Cart but
No Purchase?
Middle of Funnel =
Persuasion

FLAME BURGERS

DID YOU FORGET YOUR CART? USE COUPON CODE
CHEESE AND SAVE 10%

Purchased? How About...

Added items

Lookalike Audiences
Based on Pixelated
Purchasers

Refer a friend
offers



Audiences will grow based
on new pixelated visitors.

New fresh content is a
MUST

PRO Tip

You can further segment
your audiences and ads
based on WHAT they
click and respond to