



PATCHBOARD

Websites, Apps, and Digital Marketing strategies that bring people together



Ian Bolender | ian@patchboard.co



CUSTOM AUDIENCES

The goal of this session is to walk through how you can create custom audiences that you can use to target your advertising.

- Step-by-step instructions on how to create custom audiences based on:
 - Web browsing activity
 - Purchases/Interactions
 - Engagement with your brand on social
- Recommendations for evergreen audiences
- Recommendations for Game Specific audiences



CUSTOM AUDIENCES



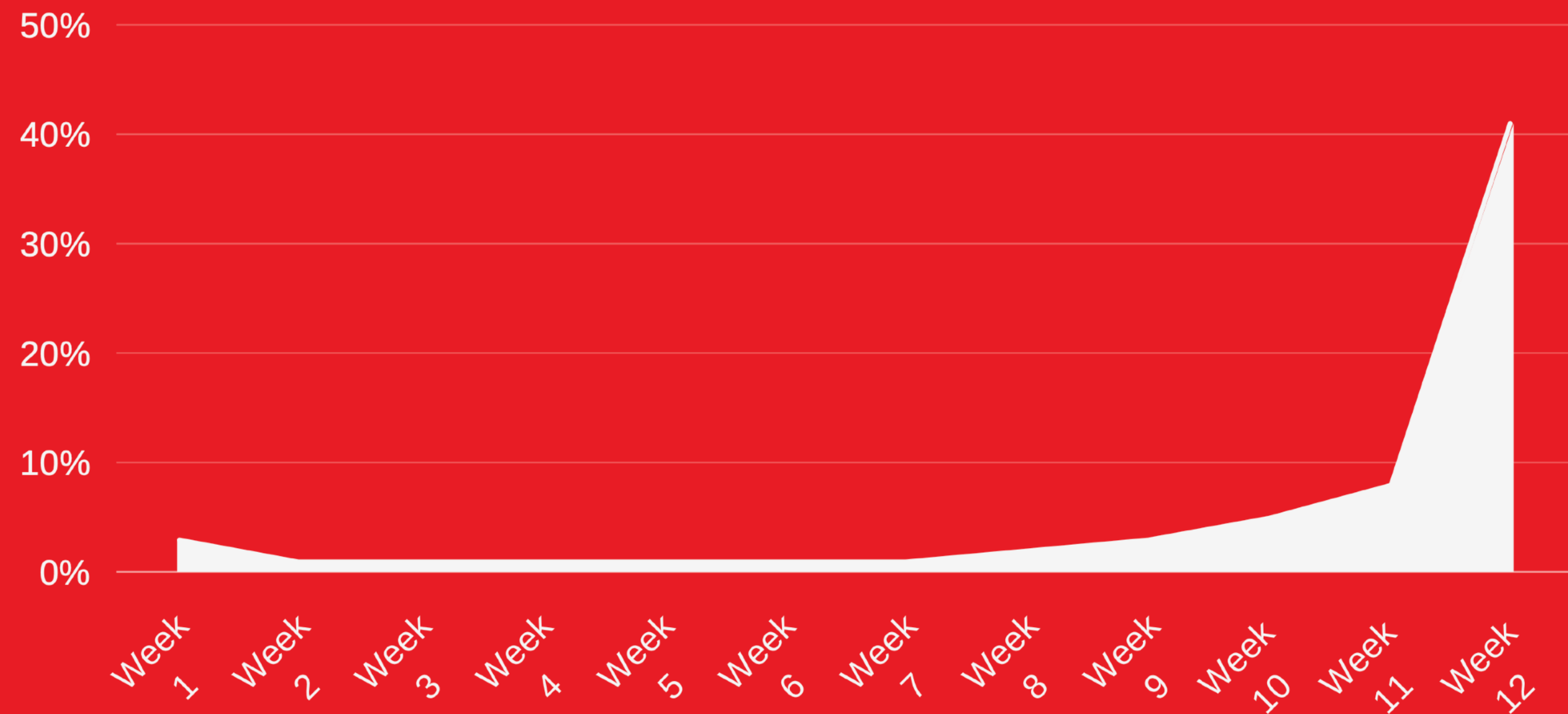
IMPORTANCE OF RETARGETING

70% of people that are retargeted to end up making a purchase

The traditional marketing mix of OOH, Television, Radio, and Publicity need to be complimented with a sound retargeting strategy. You have done the hard work of getting that first impression. Let's follow up with each prospect and maximize our impact.

Our teams will sell the majority of their tickets (outside of Season Tickets & Groups) in the two-weeks leading up to each event. Being able to retarget users during that pivotal time period is our focus.

LATE BUYING SALES CURVE



PATCHBOARD



CUSTOM AUDIENCES

ON FACEBOOK / INSTAGRAM

Targeting ads to very specific audiences should be a cornerstone of your digital marketing plan. Facebook/Instagram allows you to target users based on their behavior on your website, the information available in your CRM, and the actions they take on the content you publish on Facebook & Instagram.

Custom Audience Options on Facebook:

- **Website:** Create an audience based on how they interact with content on your website.
- **Customer List:** Upload a list of customers from your CRM so you can target them on Facebook.
- **App Activity:** Create an audience based on how they interact with content on your mobile app.
- **Offline Activity:** Create an audience based on how people interacted with your business in store or by phone.
- **Video:** People who watched one of your videos on Facebook or Instagram.
- **Instagram:** People who interact with your Instagram Profile.
- **Facebook Events:** People who RSVP'd or interacted with one of your Facebook Events.
- **Facebook Page:** People who interact with your Facebook Page and/or the content you publish.

Create a Custom Audience

Use your sources



Website



Customer list



App activity



Offline activity

Use Facebook sources



Video



Instagram account



Lead form



Events



Instant Experience



Facebook Page



Shopping



Marketplace Listings



ALL WEBSITE VISITORS

IF YOU DO NOTHING ELSE, DO THIS

Create an audience that contains anyone that has visited your website/ticketing over the past 180 days (the max time-frame allowed).

Create a Website Custom Audience

1

Add People to Your Audience

Show Tips

Include people who meet

ANY

of the following criteria:

CincyMusic.com's Pixel

All website visitors

in the past

30

days

Include More People

Exclude People

2

Name Your Audience

Name your audience

50

X

Add Description

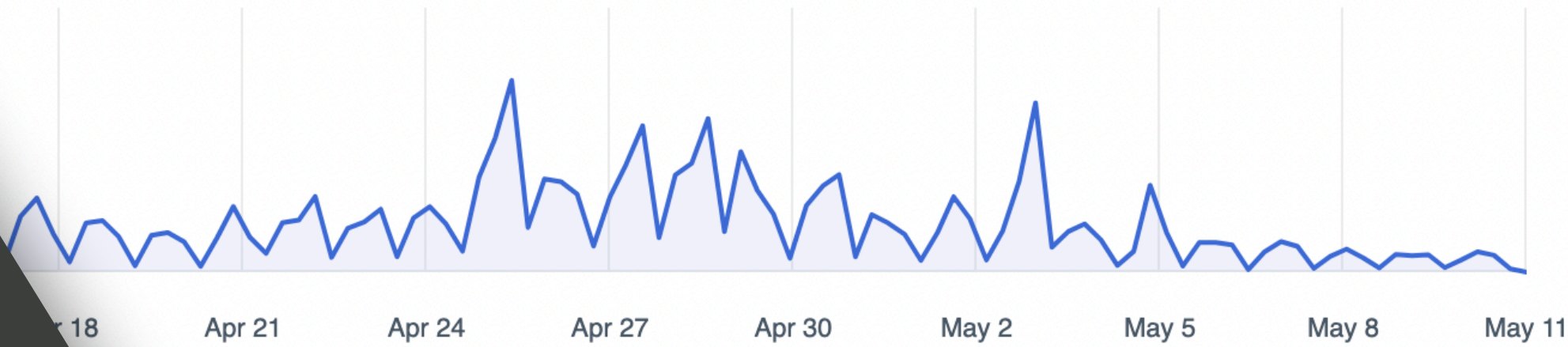
Cancel

Back

Create Audience

Cincinnati Cyclones's Pixel

Test eventsDiagnosticsHistorySettings



Search by event 0/

	Used by	Connection Method	Total Events
		Browser	225.4K Last received



USER SEGMENTS

SEASON-LONG AUDIENCES

Create an audience for different segments of users. These segments can be very valuable because viewing specific event detail pages on your website shows intent. These users may not always fall in your standard demographic, so traditional methods of targeting are going to completely miss them. Here are a few ideas to get you started

- **Season Ticket Info** (landed on your Season Ticket Page)
- **Group Sales Info** (landed on your Group Sales Page)
- **Comic Nights** (landed on EDPs for games with Marvel, DC, etc.. promotions)
- **Family Nights** (all EDP visitors for family-friendly promotions)
- **Beer Promotions** (all EDP visitors for weekday beer promotions)

Use these same parameters to build audiences on Facebook, Google, Snapchat, and TikTok.

User Segment	Website	Ticketing
Season Ticket Info	/season-tickets	
Group Sales Info	/group-entertainment /business /suites /fundraising /scouts /education /donation-requests	
Comic Nights	/dc-super-heroes-night /marvel-super-hero-weekend /wizards-night /star-wars-night	16005ABCAC1F2C41 16005ABCAD342D01 16005ABCAD442D1D 16005ABCAD392D0A 16005ABCAD992D58
Family Nights	/fan-appreciation-weekend /star-wars-night /space-night /pucks-n-pups-night-wiener-dog-races /beach-towel-giveaway /cincinnati-coneys-night /ice-cream-sunday-bowl /ronald-mcdonald-house-night /military-appreciation /wizards-night /cyclones-fight-cancer /marvel-super-hero-weekend /throwback-weekend /nye-indoor-fireworks /elf-night /dc-super-heroes-night /kids-eat-free /shutout-the-hate /fundraising-night /first-face-off /scouts	16005ABCAD9B2D5D 16005ABCAD992D58 16005ABCAD982D54 16005ABCAD9C2D5F 16005ABCAD432D1B 16005ABCAD402D17 16005ABCAD3F2D14 16005ABCAD3D2D12 16005ABCAD3B2D0E 16005ABCAD392D0A 16005ABCAD452D1F 16005ABCAD442D1D 16005ABCAD342D01 16005ABCAC262C50 16005ABCAC132C09 16005ABCAC2A2C7B 16005ABCAC232C48 16005ABCAC1F2C41 16005ABCAC1E2C3F 16005ABCAC1B2C36 16005ABCAC282C5A 16005A68F4701C4C
\$1 Beer Nights	/1-beer	16005ABCAC182C2D 16005ABCAC192C30 16005ABCAD962D52 16005ABCAC1C2C3D 16005ABCAC212C44 16005ABCAC142C11 16005ABCAD322CFE 16005ABCAD352D03 16005ABCAD372D06 16005ABCAD382D08 16005ABCAD3C2D10



CUSTOMER LISTS

EVERGREEN AUDIENCES

Most advertising platforms offer the ability to create custom audiences by uploading a list of customers from your CRM (Salesforce, Ticketmaster, etc.). You will need to have the ability to export previous purchaser lists to create the following audiences:

- **All Buyers / Subscribers:** Create an audience that contains anyone that is in your database. Include people that have subscribed to your mailing list.
- **Comic Night Buyers**
- **Family Night Buyers**
- **Beer Night Buyers**
- **Season Ticket Holders**
- **Group Leaders / Prospects**

If you want to get granular, you can export a list of people that clicked particular links in your emails & create custom audiences based on the intent of the click.

Use these same parameters to build audiences on Facebook, Google, Snapchat, and TikTok.

Create an Audience From a Customer List

Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate.

Include at least one main identifier 

Email

Phone Number

Mobile Advertiser ID

Facebook App User ID

Facebook Page User ID

First Name

Last Name

Include more identifiers 

City

State/Province

Country

ZIP/Postal Code

Date of Birth

Year of Birth

Gender

Age

Add value information to create a value-based lookalike 

Customer Value

 [Download List Template](#)

 [See Formatting Guidelines](#)

 [Import From Mailchimp](#)



FACEBOOK ENGAGEMENT

Facebook offers the ability to create custom audiences based on who RSVP'd or interacted with your Facebook Events. Here are a few audiences you should build:

- **All RSVPs:** Create an audience that contains anyone that has responded Going or Interested to any of your events over the past 365 days (the max time-frame allowed).
- **Comic Night RSVPs**
- **Family Night RSVPs**
- **Beer Night RSVPs**

Build a Custom Audience that includes users who have interacted with your Facebook Page / Instagram Profile & Posts:

All Facebook Page Engagement: Create an audience that contains anyone that has interacted with your page over the past 365 days (the max time-frame allowed).

All Profile Engagement: Create an audience that contains anyone that has interacted with your Instagram profile over the past 365 days (the max time-frame allowed).

Create an Event Custom Audience

1

Add People to Your Audience

Include people who meet

ANY ▼


 of the following criteria:

People who responded Going or Interested ▼

in the past

365

 days

Page:  Cincinnati Cyclones ▼

[+ Select specific event\(s\)](#)

Save Your Audience

name your audience

Cancel



GAME SPECIFIC AUDIENCES

THESE AUDIENCES = CONVERSIONS

Instead of guessing when someone may be interested in an event you can set up an 'always on' campaign to retarget users immediately after taking an action on your website.

Create the following audiences for every home game:

- **Website/Ticketing EDP Visitor:** Anyone that has visited the Event Detail Page for the game.
- **Website/Ticketing EDP Visitor (10 Days):** Anyone that has visited the Event Detail Page for the game in the past 10 days.
- **Facebook Event RSVP:** Anyone that has responded going or interested to your Facebook Event.
- **Converted:** Anyone that has purchased a ticket for the game. You will want to exclude them from future marketing campaigns.

Create Audience ▼

Search by name or audience ID

Audiences

g Audiences ⓘ



Name

Type



4/15/22 Fan Appreciation Night <30 Days

Custom Audience
Website



Field Trip Day website <180 Days

Custom Audience
Website



4/2/22 Star Wars Night <30 Days

Custom Audience
Website



4/1/22 Space Night <30 Days

Custom Audience
Website



3/19/22 Wiener Dog Races <30 Days

Custom Audience
Website



3/18/22 Beach Towel Giveaway <30 Days

Custom Audience
Website



3/11/22 Cincinnati Coneys Night <30 Days

Custom Audience
Website



2/27/22 Ice Cream "Sunday" Bowl <30 Days

Custom Audience
Website



2/26/22 Ronald McDonald House Night <30

Custom Audience



NEXT STEPS:

DOWNLOAD CUSTOM AUDIENCE GUIDE:

[DOWNLOAD ECHL GUIDE](#)

JUNE (LEAGUE MEETINGS): DIGITAL MARKETING PLAYBOOKS

Learn how to implement digital marketing campaigns that have a proven track-record.

- 14-Day Facebook/Instagram Retargeting Campaign
- Previous + Potential Group Leader Campaign
- Field Trip Day Campaign Targeting Educators
- Game Day FAQ Email / Post-Game Thank You Email

