GUIDE TO THE

facebook

</Pixel>

RATZ PACK MEDIA
ABOUT RATZ PACK MEDIA

With years of experience working in online marketing Azriel Ratz saw that too many businesses focused on the wrong things when getting into the industry. Most agencies focus on racking up “likes”, shares, engagement, and website clicks for companies and, while these things are great, this is not a sustainable model. Why? Because these metrics do not generate revenue for the businesses. This is why Ratz Pack Media focuses on creating marketing funnels that develop strangers into loyal customers—using the power of Facebook ads and email marketing.

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INTRODUCTION

The Facebook Pixel is one of the most undervalued marketing tools on the web. The advantages that can be achieved by simply placing the Pixel on your site can lead to an increase in engagement, leads, and conversions as well as a decrease in costs. Even if you are not running any ads currently it is worthwhile to get the Pixel running as soon as possible as its advantages are numerous- as will be explained later on.

So what are you waiting for? It’s time to get the Pixel on your site!
CHAPTER 1

HOW TO INSTALL THE FACEBOOK PIXEL

Every website is different and as such these steps may not apply to your website—this tutorial covers any site hosted on WordPress (which covers 25% of all websites). If WordPress is not your host, then we still have you 90% covered.

The goal here is to place the code that Facebook generates into the header of every page of your site. Let’s walk through this process!

Step 1: Get Your Pixel

The first step is to open Ad Manager in order to create your Pixel.

a) Open the following link: https://www.facebook.com/ads/manager/
b) Open the dropdown menu on the top left and select “Pixels”

*This menu may appear slightly different in your ads account.
c) Press the green button in the center of the page to create a Pixel.

d) Once that is completed you should see the following:

This is your unique Facebook Pixel!
e) Your Pixel should only differentiate in its ID number. This is the text that needs to be copied and placed in your header.

**Step 2: The Conversion Pixel**

In addition to the Pixel there are several Conversion Pixels that can be placed on your site to help with tracking leads, email sign ups, purchases, and much more.

The following is Facebook’s list of suggested conversions:

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Event Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>ViewContent</td>
<td>Track key page views (ex. product page, landing page or article)</td>
<td><code>fbq('track', 'ViewContent');</code></td>
</tr>
<tr>
<td>Search</td>
<td>Track searches on your website (ex. product searches)</td>
<td><code>fbq('track', 'Search');</code></td>
</tr>
<tr>
<td>AddToCart</td>
<td>Track when items are added to a shopping cart (ex. click/landing page on Add to Cart button)</td>
<td><code>fbq('track', 'AddToCart');</code></td>
</tr>
<tr>
<td>AddToWishlist</td>
<td>Track when items are added to a wishlist (ex. click/landing page on Add to Wishlist button)</td>
<td><code>fbq('track', 'AddToWishlist');</code></td>
</tr>
<tr>
<td>InitiateCheckout</td>
<td>Track when people enter the checkout flow (ex. click/landing page on checkout button)</td>
<td><code>fbq('track', 'InitiateCheckout');</code></td>
</tr>
<tr>
<td>AddPaymentInfo</td>
<td>Track when payment information is added in the checkout flow (ex. click/landing page on billing info)</td>
<td><code>fbq('track', 'AddPaymentInfo');</code></td>
</tr>
<tr>
<td>Purchase</td>
<td>Track purchases or checkout flow completions (ex. landing on &quot;Thank You&quot; or confirmation page)</td>
<td><code>fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});</code></td>
</tr>
<tr>
<td>Lead</td>
<td>Track when a user expresses interest in your offering (ex. form submission, sign up for trial, landing on pricing page)</td>
<td><code>fbq('track', 'Lead');</code></td>
</tr>
<tr>
<td>CompleteRegistration</td>
<td>Track when a registration form is completed (ex. complete subscription, sign up for a service)</td>
<td><code>fbq('track', 'CompleteRegistration');</code></td>
</tr>
</tbody>
</table>

The truth of the matter is that you can use any conversion Pixel you want; and name them whatever you want, and they will track perfectly on Facebook.
If you would like to add any conversion Pixel the only addition needed is the following code: 
“fbq(‘track’, ‘NAMEOFPIXEL’)”

Place it into the current version of the Pixel right before the </script>, which can be found on the third line of the second paragraph of the Pixel.

These special conversion Pixels should be placed in the header pages after one has filled out specific forms (i.e. the “Thank You” page after a signup form, the “Complete Order” page after a purchase, etc.).

NOTE: If you use WordPress and the standard Pixel is already on the top of your “Thank You” or “Registration” page, make sure to remove the “fbq(‘track’, ‘PageView’);” from the conversion Pixel when placing it on the page. If this step is not completed the two Pixels may conflict which will make it so no information is captured.

Step 3: Place the Pixel On Your Site

Okay, now that you have your Pixel, how do you place it on your site?

Here is where the directions differ depending on how your site is built. We can’t go through every type of site, so we will focus on WordPress. Don’t worry if you use a different platform, as the Facebook Pixel is widely used, it should be simple to find instructions for this step by searching the forums of your specific site platform.

a) The easiest way to place the Conversion Pixel on WordPress is through a plugin. Downloading this plugin is the best way to get the Pixel on your site.

Simply click here to download the Facebook Conversion Pixel WordPress Plugin.

b) On the top right of the page is a zip file - download this.

c) Log into your WordPress backend at YOURSITE.COM/wp-admin.

b) Once you are logged in hover over the Plugins tab on the sidebar. Click “Add New.”

d) From this screen click “Upload Plugin” choose the zip file, click “Install Now” and then activate the plugin.

e) Once the setup is done go to your “Thank You” pages, “Registration” pages, etc. edit the page and you will notice an additional box called “Facebook Pixel Conversion Code.”
f) Simply paste the conversion Pixel in here (minus the PageView code (“fbq('track','PageView')”)) and check the box above the text.

If you have any further questions regarding the plugin check out the video on this page.

Now, the conversion Pixel is added, but we still want to add the regular standard Pixel to the header of every page on the site. The following steps apply to all platforms.

a) Hover over “Appearance” on the sidebar and select “Editor.”

In this section of the site you can see the templates, for every single page and post, on your entire site.

**NOTE:** Don’t change anything in this section if you don’t know what it means.

b) Here we will go into the header file, located on the right side.

Every theme names their header file something different, so it can be called header-single.php or simply header.php. Once you locate this file click on it; scroll to the very last line of the document, paste in the code, and click “Update File.”

**Step 4: Verify the Pixel is Working**

Now we need to confirm that the Pixel is working.

The easiest way to do that is to use the [Chrome Facebook Pixel Helper](https://chrome.google.com/webstore/detail/chrome-facebook-pixel-helper/dhndkcnhllijklgkjjcmgjabnhflhigb). After this extension is added to Chrome the icon will appear in the address bar. If there is a live Pixel on any site, the Chrome Facebook Pixel Helper extension will see it and tell you which tracking and conversion Pixels are found on that page.

Simply go to any page on your site and check if the pixel helper registers the Pixel.

You should see the following:
From here we can see that the Pixel has loaded correctly and which Pixels are working on that page. Take a look at your “Thank You” pages and make sure that all of the proper conversion IDs show up.

Congratulations Your Pixel is Now Live!

**Bonus Tip:** The Chrome Extension is a great tool for spying on your competition. It allows you to see if they have placed the Pixel on their site (which means they are likely running ads.)
CHAPTER 2

USING THE FACEBOOK PIXEL FOR ADVERTISING

Before we talk about the Facebook Pixel’s benefits for advertising it is important to note that these benefits increase the longer the Pixel is on your site. Many businesses assume that Facebook only collects information based on the people that enter your site via Facebook ads—this assumption is incorrect! Facebook collects information on every person that comes to your site, every person that becomes a lead, converts, or adds anything to their cart. This means that the longer the Pixel is on your site the more information Facebook will collect, so don’t wait, get your Pixel on your site ASAP!

Benefit 1: Conversion Tracking

First, let’s talk about the obvious bonuses of having a Facebook Pixel on your website. If you place the conversion Pixel on correctly, and run ads for conversions, Facebook will register what type of people are converting, which devices convert best, what time of day the ads convert, and which ads convert best.

If you are running an ad with the goal of having people sign up to your email list, if your Pixel is setup incorrectly Facebook will have no idea who is converting, or if anyone is actually converting. As a result, they will be unable to optimize the ads to get you more conversions. This results in Facebook advertising blindly to your entire audience and, ultimately, to your losing money.

In fact, if your Pixel doesn’t get a minimum of 20 conversions on a daily basis, Facebook will assume that something is wrong and will slow down the ad speed so that you DON’T lose money. As such, simply having your conversion Pixel on your “Thank You” page will save you money by allowing Facebook to understand how your ad campaign is performing.

Benefit 2: Retargeting

A huge portion of online marketing that a majority of businesses disregard is retargeting. It is inconceivable to consider that the majority of companies spend masses of money acquiring new customers as opposed to putting a budget into remarketing to existing customers. In comparison to a customer who has already gone through the process of learning about your brand, joining your email list, getting the free trial, and actually buying your product an individual who is currently unfamiliar with your company, is less likely to convert. So, as a business, you MUST retarget to your existing audience, unless you enjoy literally flushing money down the toilet.
With the Pixel installed on your site you can do more than just target people who visit your site. You can create different ad sets to target specific individuals based on how connected they are to your business. If someone has come to your site, **whether or not they came through an ad**, but he or she hasn’t given their email address, you can retarget by simply creating an ad setup in your Facebook ad campaign targeting website visitors excluding people who have already signed up. There is an example of this on the next page.

You can create this same type of targeting for people who have become leads; but have not yet added anything to cart, or someone who added to cart; but hasn’t yet bought in your store. This allows each ad to reach its target audience exactly where they are in your marketing funnel. Then Facebook will automatically move them over to the next set of ads as the customer progresses. This makes it so the customer is not shown the same ad after they convert.
**Benefit 3: Lookalikes**

Besides its abilities of tracking individuals who have converted and targeting your existing followers the Pixel can also target audiences that are similar to your audience. Many businesses struggle to create a persona, or identity, for their “best audience”, as they do not know who their “best audience” is. Imagine if, with three clicks of a mouse, Facebook could analyze your current audience and find individuals who behave similarly, imagine if you could find and target 2,000,000 individuals in America similar to your app’s users?

Lookalikes targeting allows you to target individuals you would never have considered, or found, otherwise by tapping into Facebook’s database.

What’s great about Lookalike Audiences is that you can create an audience to match individuals at different phases in your funnel. So you can create one that is similar to your email subscribers, one that is similar to your paying customers, and one that is similar to your most active app users. As long as you can create an audience within Facebook you can use that data to create a Lookalike Audience as well.
WANT TO KNOW HOW YOUR BUSINESS CAN BENEFIT FROM FACEBOOK ADS?

WE WOULD LOVE TO SET UP A FREE CONSULTING CALL TO HELP YOU!

CLICK HERE TO EMAIL US:
CHAPTER 3

THE ORGANIC ADVANTAGES OF FACEBOOK PIXEL

When most articles discuss the power of the Facebook Pixel they talk about it from the advertising side, but the organic power of the Pixel alone is a compelling argument to place the Pixel on your site. The reason why most people don’t talk about these benefits is because they simply don’t know that they exist.

Link Quality

Another benefit of the Pixel is that it gives Facebook the ability to understand the traffic on your site. Facebook uses this information to discern what types of individuals are viewing your site, how long they stay on a specific page, how often people convert, etc.

Since the Pixel is present on every page of your site Facebook can track which pages:

a) Get the most traffic.

b) Lead to the most conversions.

c) Are shared.

Using this information Facebook gives your site, and each individual page on it, an overall ranking based on the information that is collected. This ranking has a large impact when someone shares your site to Facebook because this ranking determines whether Facebook will show the post to the individual’s followers.

As a result, Facebook becomes aware of your site’s regular visitors and as such is able to increase the ranking of your links leading to more reach.

Organic Reach

Let’s say someone liked your page months ago but has not shown much interest in your posts or site recently. It is likely that this probably resulted in Facebook removing your content from that individual’s Newsfeed. But if they landed on your site today, and your site was equipped with Pixel, Facebook would automatically begin showing them your posts again. This means that even if people are routed to your site via your email newsletters the Pixel will recognize their renewed interest in your business, leading to Facebook sending them your next few posts.

But it doesn’t stop there! If Facebook sees a large interest in your site they will want to give your content additional reach. So posts linking to your site (including your own posts) will get more organic reach.
This is an amazing way to boost your organic traffic. And the best part? This all happens without your ever having to spend money for reach on Facebook.

CONCLUSION

By taking a few minutes of your time to create and place a Facebook tracking and conversion Pixel on your site, you are tapping into, what is possibly, the greatest marketing tool that exists today! Allowing you to access Facebook’s vast database to your business’s advantage. The Facebook Pixel does not simply allow you to track conversions for your ads, it does much, much, more.

Now that you have the Facebook Pixel set up on your site it's time to get some Facebook ads running! Need help setting up or managing your Facebook ads? Contact us!