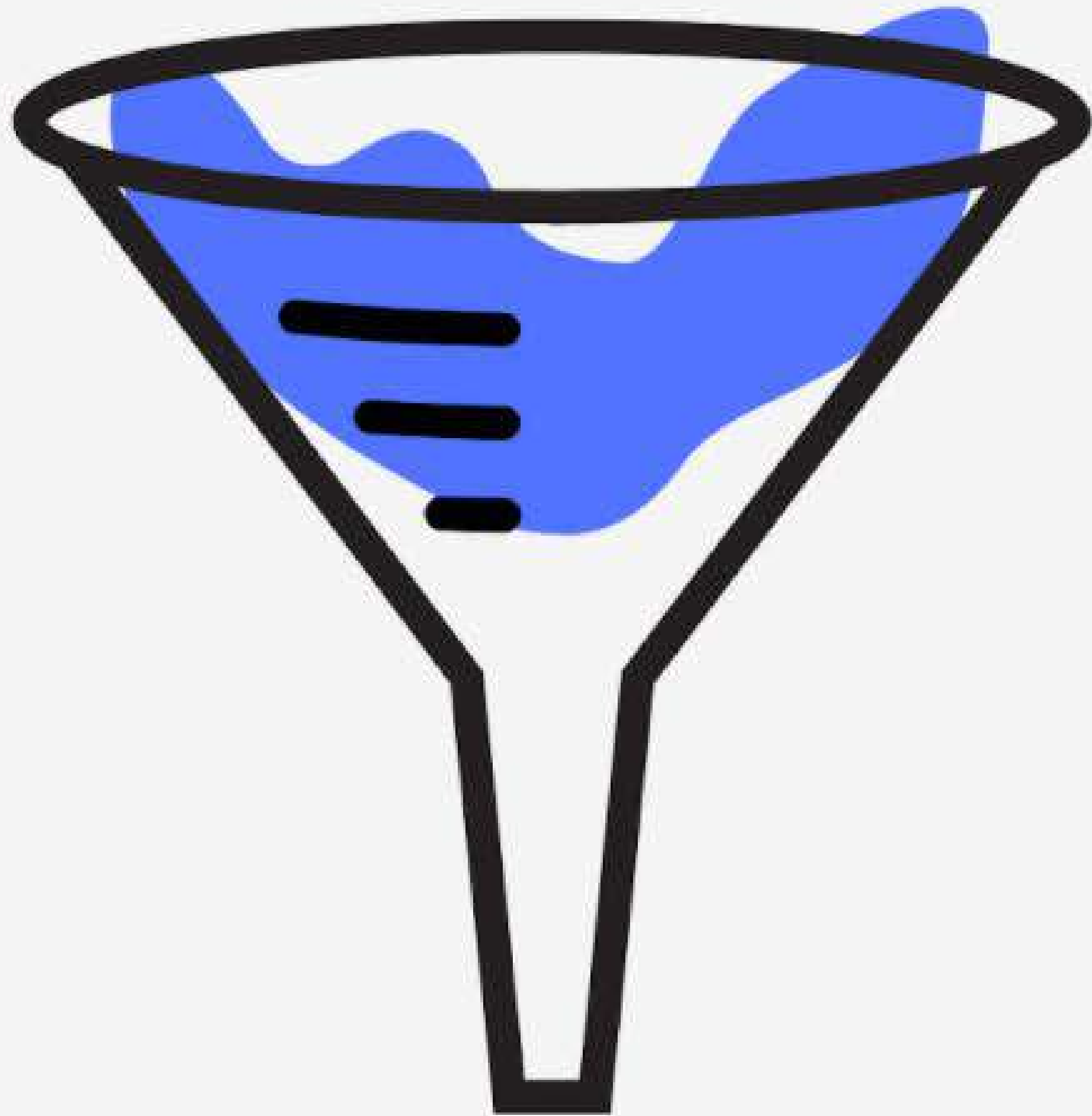


# Cold, Warm, & Hot Traffic



Cold Traffic: When you target people who don't know who you are (usually other Facebook pages), lead with value first so people start to get to know you.

# Cold, Warm, & Hot Traffic



Warm Traffic: These people likely know who you are. They have visited your website, are on your email list, or are fans of your Facebook page.

# Cold, Warm, & Hot Traffic



Hot Traffic: These are people who have bought from you and are likely to buy from you again.

# FACEBOOK AD AUDIENCES

# FACEBOOK AD OBJECTIVES

Cold Interest Audiences  
Lookalike Audiences

## TOP OF FUNNEL

Reach or Awareness Ads  
Engagement  
Video Views  
Traffic  
Conversions

Website Visitors  
Email List  
Facebook/Instagram Page Engagement  
Landing Page Visitors Who Do Not Opt In  
Video View Audiences

## MIDDLE OF FUNNEL

Conversions  
Traffic  
Engagement  
Video Views

Anyone who opted in for a promotion but has not yet made a purchase

Anyone who saw a sales page but has not yet purchased

## BOTTOM OF FUNNEL

Conversions  
Traffic