



Create a lookalike audience of your GMAC™ GradSelect candidates

Facebook

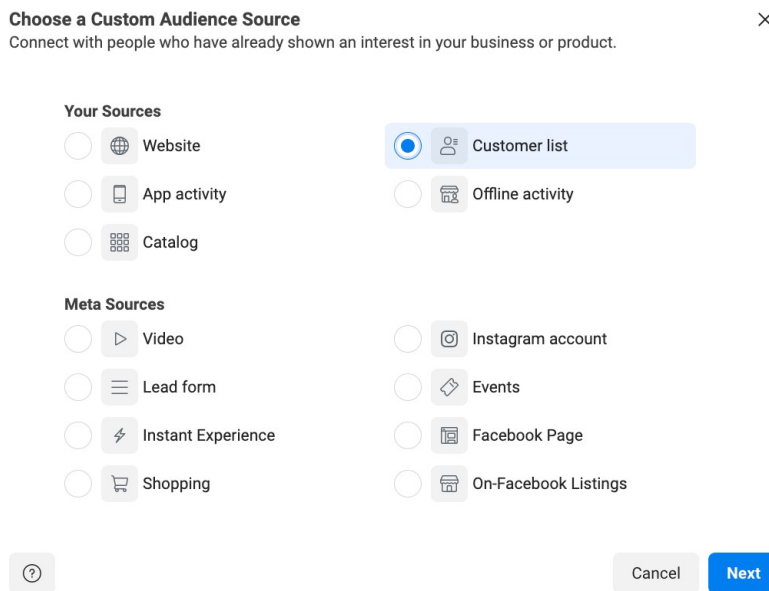
Why?

A lookalike audience is a way to reach people who are like the GradSelect search results allowing you to create targeted + highly relevant campaigns.

How?

The GradSelect search results will first need to be uploaded as a Custom Audience in the Audiences tab of Business Manager.

Follow these instructions to do this:



You can now create your Lookalike audience. Use this link or follow the instructions below:

1. Go to your Audiences in Facebook Ads Manager
2. Select the Create Audience dropdown and choose Lookalike Audience
3. Choose your source (the previously created GradSelect custom audience)
4. Choose the country/countries where you'd like to find a similar set of people.
5. Choose your desired audience size with the Slide. Select Create Audience.

The screenshot shows the 'Create a Lookalike Audience' interface in Facebook Ads Manager. It includes a dropdown for 'Select your lookalike source' set to '2020 Q3 GMAT Data.csv', a 'Select audience location' section with 'India' selected, and a 'Select audience size' section with a slider set to 1% (5.1M). A summary table at the bottom shows 'New lookalike audiences' as '1% of IN - 2020 Q3 GMAT Data.csv' and 'Estimated reach' as '5,100,000 people'. A 'Create Audience' button is visible at the bottom right.

New lookalike audiences	Estimated reach
1% of IN - 2020 Q3 GMAT Data.csv	5,100,000 people

Best practices

- Consider filtering by age, gender, location, and other interests will help you to define your audience further.
- When creating your lookalike audience, you can determine just how closely the lookalike audience matches the original custom audience (known as the source audience). You can broaden the size of your audience using the percentage slider. The closer to 1%, the closer to the original list. Closer to 10% will create a broader audience. Broader audiences can be cheaper, but less targeted.

LinkedIn

LinkedIn's lookalike audiences combine the traits of the GradSelect candidate with LinkedIn's member and company data to help you market to new professional audiences like potential candidates.

To create a lookalike audience follow [this link](#) or the instructions below:

1. [Sign-in to Campaign Manager](#).
2. Click Account assets and matched audience.
3. Create Audience and choose lookalike
4. Select a data Source from the data filters (this should be the original GradSelect list that you have already uploaded as a custom audience)
5. Click the More icon to the right of the Audience name you want to create lookalike for and select Create lookalike from the dropdown.
 - i. You can also click the People icon in the top right of the page to create a lookalike audience.
6. A green popup screen will appear if your submission is successful.
7. Once your lookalike audience segment is created, it can take up to 48 hours (on a rare occasion, longer) for the generated audience count to be reflected on **the targeting page**.

For more information on using LinkedIn's Lookalike audience please visit [this link](#).

Top 3 Tips Before You Begin:

- Always have a set goal and budget in mind when running campaigns. You will need to spend time and money to post to this lookalike audience, even if you manage this project in-house. Consider what your end goal is - are you promoting an event? Sharing a video? Staying front of mind as deadlines approach? Consider how you will measure the campaign, and what success looks like to you.

- Speak to a professional social media marketer within your company for support – this can be a complicated project and guesswork can lead to lost investments of time and money. It usually pays to trust the experts. If there is nobody qualified on your team, consider reaching out to GMAC Media Solutions to outsource this work.
- Know your market and program – you’ll need 1000 number of leads to create a reliable lookalike audience. Consider whether all the GradSelect leads are relevant to a campaign – but keep in mind that the more granular your selection, the smaller the pool of candidates you will reach.

Other helpful resources

<https://sproutsocial.com/insights/facebook-lookalike-audiences/>

<https://www.facebook.com/business/help/164749007013531?id=401668390442328>