

A top-down view of a person sitting on a bed with a white, textured blanket. They are wearing blue jeans and a pink shirt. A laptop is open in front of them, with their hands on the keyboard. A semi-transparent white rectangular box is centered over the laptop, containing the text.

GROWING YOUR AUDIENCE

LESSON FOUR - WHAT THE TECH

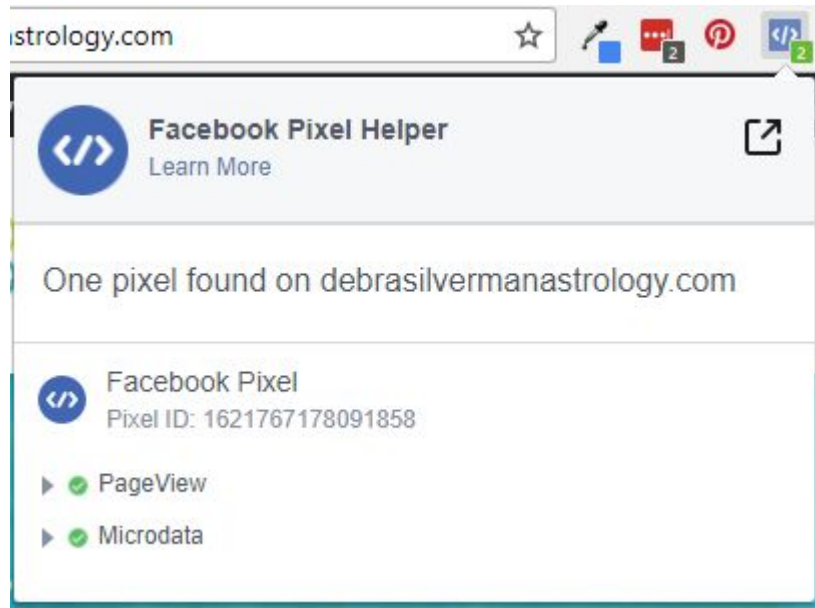
Facebook Pixels



- **Page View Pixel**
Shows who's been on your site
- **Conversion Pixel**
Goes on “thank you” page, shows who's opted in or bought from your site
- **EVERY page should have one pixel** -- Webinars, Instagram challenge, opt-ins, lead magnets, blogs for-retargeting campaigns.

Facebook Pixel Tip

Download the “Facebook Pixel Helper” Google Chrome plugin to instantly confirm your pixels are showing correctly!



Homework

ACTION STEPS

1. Identify which lead building strategies you want to focus on for your first (or next) launch. No more than two unless you are a seasoned marketer.
2. Build out the assets for your lead magnet (ie workbook, webinar topic, challenge). Refer to member's area for steps and resources.
3. Assess and feel into whether you want to layer in paid ads (you can start as little as \$5/day). There is a training in member's area specific to this.

Next....

We will dive into content mapping and work through both nurture content and strategies. This is key and pivotal to your launch success, even more so as you expand your audience to new people.

WITH GRATITUDE