

How to create an audience from your email lists on Facebook

Valid before 25th May 2018

Sequence of steps

- Export your list(s) from your email provider (except for Mailchimp)
- Upload on Facebook [\(watch the video 1\)](#)
- Create a lookalike audience on Facebook (watch the video 1)
- Do a Facebook Live or use the previous one
- Create an Ad to get more video views using Facebook Live [\(watch the video 2\)](#)
- Create a custom audience based on who watched your Facebook live(s) [\(watch the video 3\)](#)