

TARGETING

Action Step: Identify 6-10 different audiences based on your targeting. Each Ad Set will target one audience.

Different Types of Targeting

Custom Audience

- Website
- Email List

Lookalike Audience

- Based on website Custom Audience (similarity)

Demographics

- Age
- Gender
- Location
- Other Demographics like education, relationship, financial

Interests

- General Interests like candles, fitness, healthy living, etc.
- Facebook Pages

Behaviors

- What actions people

Connections

- Target your Facebook Fans
- Target Friends of your Facebook Fans

To Find Pages To Target:

- pages liked by people who like (page name)
- pages liked by people who like (page name) and (page name)
- pages liked by people in (group name)
- favorite interests of people who like (page name)

If you have a customer who is your friend you can...

- pages liked by (friend name)
- groups joined by (friend name)

Example: You are a wedding planner and your ideal customer is a bride to be age 25-35. What pages would I like if I were a bride to be between the age of 25-35? Think of a very popular wedding Facebook page and type it in...

Then go through the results writing down the names of the pages. Pay attention to where it says PEOPLE ALSO LIKE (PAGE NAMES). Come up with a big list. You can also go to the page and look at what pages they liked for more quality pages.