



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Identify users based on what they express or say on Facebook. This could include people who mention specific keywords,

This could include people who mention specific keywords, phrases, or engage with content related to your campaign's topic.

Target users based on their interests, behaviors, or thought patterns related to your campaign

To get started, please provide more details about the "thing" or product you want to promote, as well as the specific target audience and your goals for the campaign



CAMPAIGN IN
FACEBOOK
Short summary of the persona

Target users based on their interests, behaviors, or thought patterns related to your campaign

The key to a successful Facebook ad campaign is ongoing analysis and optimization to achieve your desired results.

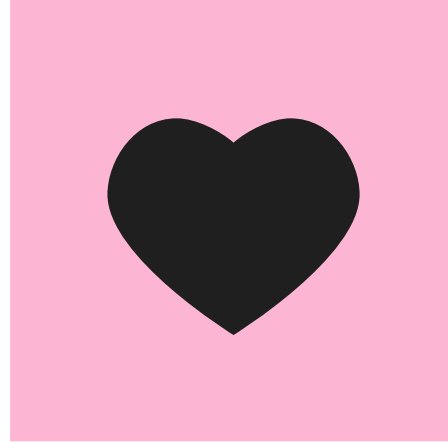
Segment users based on their emotional responses. This might involve analyzing sentiment in comments or reactions to posts

let me know how you want your audience to "feel" when they see the ad. This information will help me provide you with more tailored advice



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)