

## canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

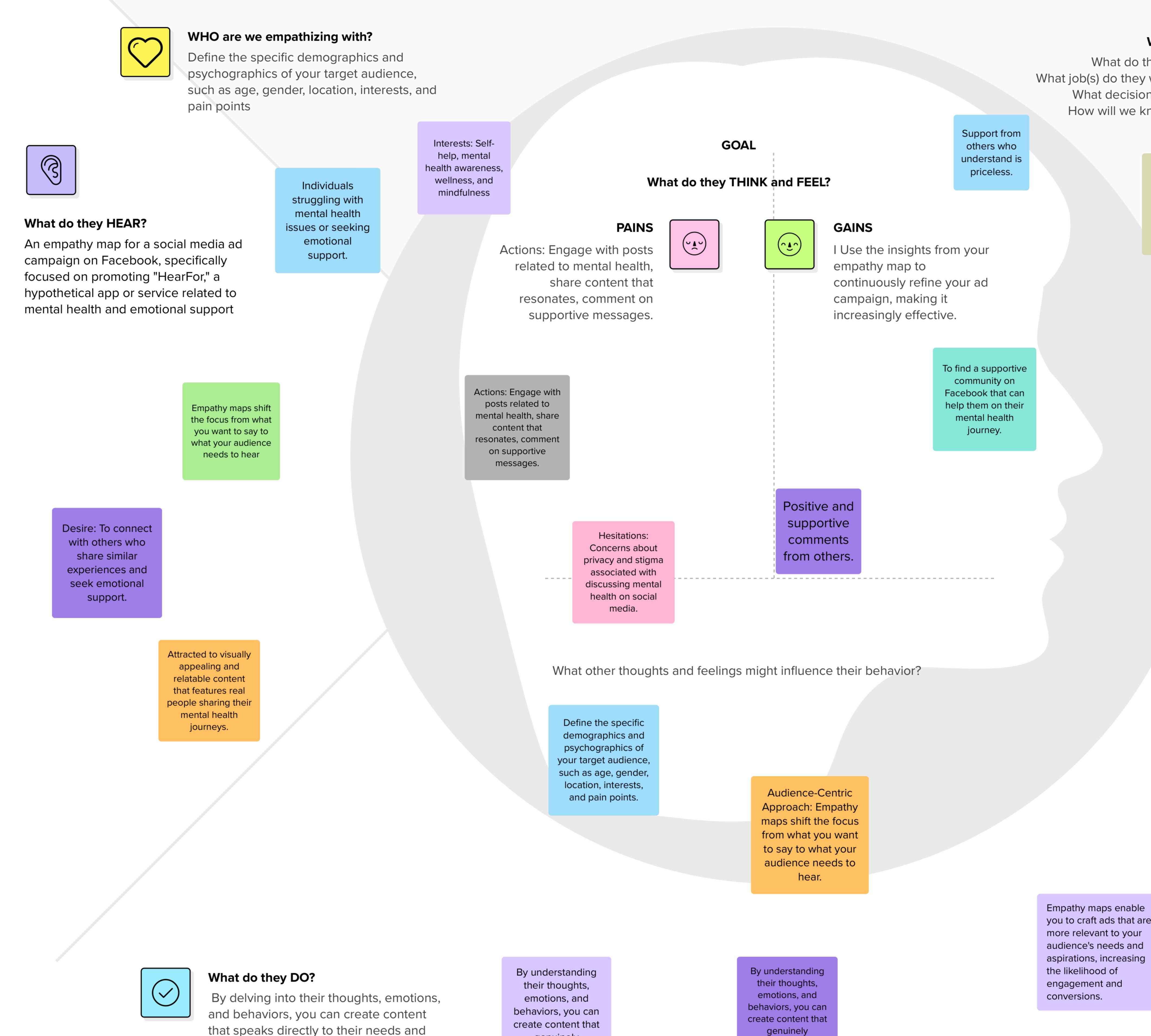


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## Develop shared understanding and empathy

Creating an empathy map for a social media ad campaign on Facebook is a helpful exercise to understand your target audience better. It allows you to put yourself in your audience's shoes and gain insights into their thoughts, feelings, and behaviors. Here's how you can create an empathy map tailored for a Facebook ad campaign:



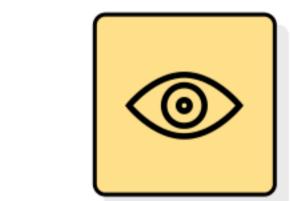


What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

> I wish there was a safe space on Facebook to discuss mental health.

Understanding and managing their mental health, seeking support, and stigma around mental health issues.

Facebook ads for learFor, it's essentia to use this empathy map to develop target audience.



## What do they SEE?

Demonstrating empathy in your ads can foster trust and build a genuine connection with your



## What do they SAY?

Empathy maps help you identify and address the pain points and objections your audience

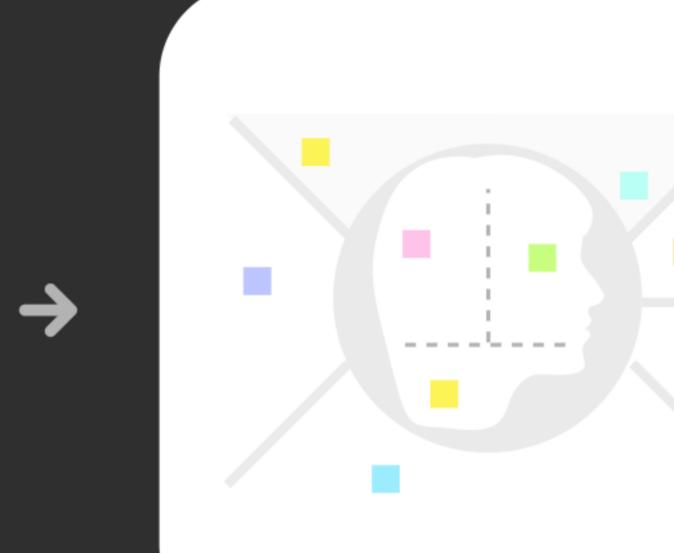
By tapping into the emotions and concerns of your audience, you can create content that sparks emotional engagement

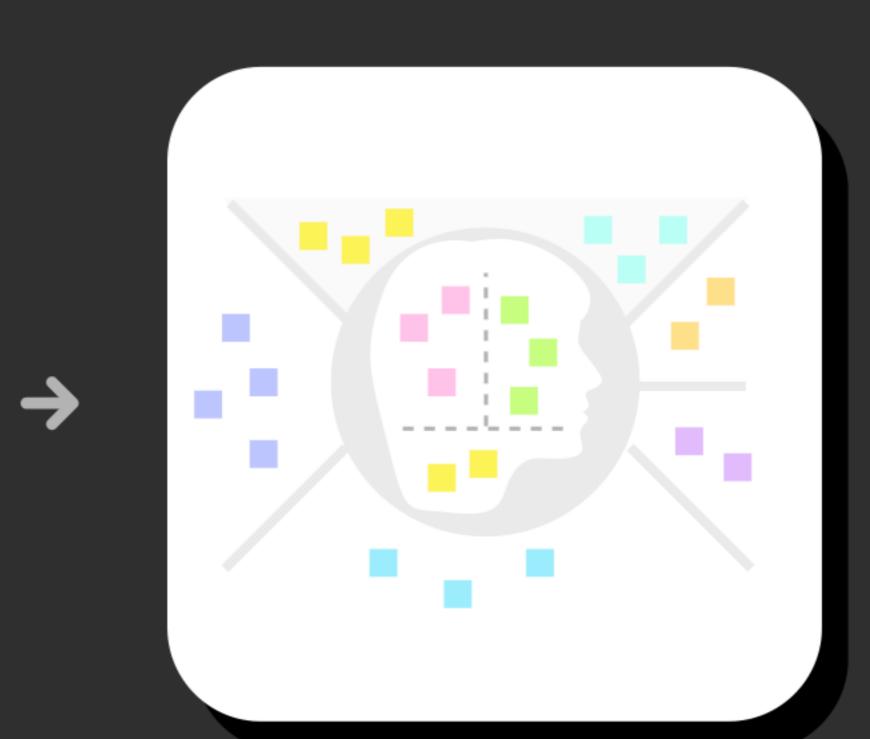
> Reduced Assumptions: Empathy maps help you avoid making assumptions about your audience.

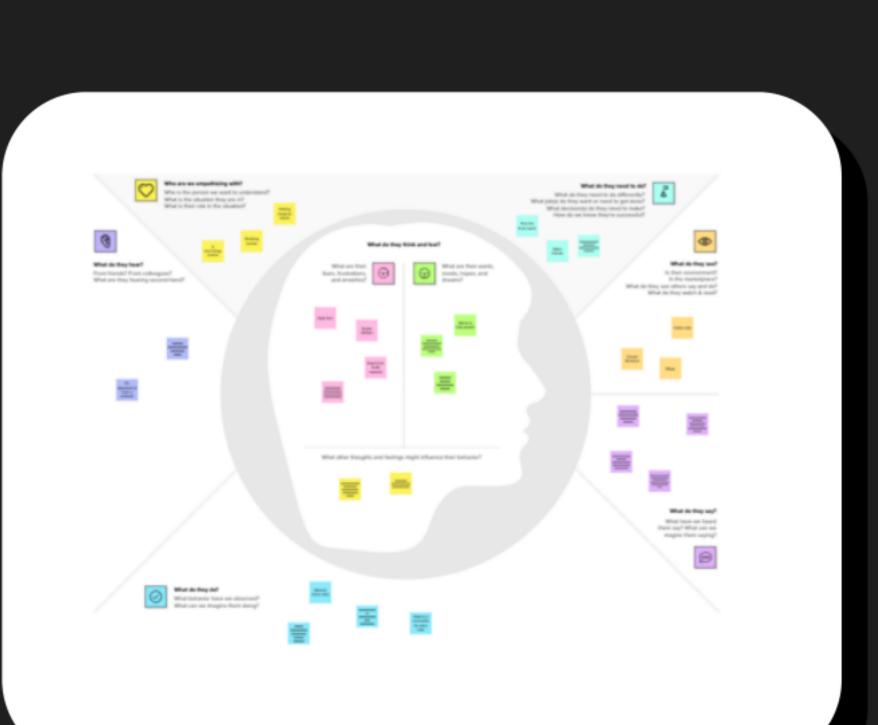
that speaks directly to their needs and desires, increasing the chances of a successful ad campaign.

genuinely resonates. genuinely resonates.









Need some inspiration? See a finished version of this template to kickstart your work.