

# WHAT ARE TARGETED ADS?

**THE SMART WAY TO REACH YOUR IDEAL CUSTOMERS**

## DEFINITION

### TARGETED ADVERTISING EXPLAINED

Targeted ads show your business to specific people who are most likely to become your customers.

Instead of showing your ad to everyone and hoping the right people see it, targeted ads use Facebook and Instagram to find people who match your ideal customer profile - then show your ad directly to them.

#### OLD WAY



#### TRADITIONAL ADVERTISING

Show your ad to everyone in a general area or publication.

"Put this ad in the newspaper and hope our customers read it."

VS

#### NEW WAY



#### TARGETED ADVERTISING

Show your ad only to people who match your ideal customer profile.

"Show this ad to homeowners aged 35-55 within 10 miles who are interested in home improvement."

## PROCESS

### HOW TARGETED ADS WORK

1

#### DEFINE YOUR CUSTOMER

We identify your ideal customer's age, location, income, interests, and behaviors

2

#### FACEBOOK FINDS THEM

Facebook's system identifies people who match your customer profile

3

#### SHOW YOUR AD

Your ad appears in their news feed when they're actively using Facebook or Instagram

4

#### TRACK RESULTS

See exactly who clicked, called, or became a customer from your ad

## BENEFITS

### WHAT YOU GET

- ✓ Reach only people likely to buy from you
- ✓ Control exactly who sees your ads
- ✓ Target by location, age, and interests
- ✓ Track every click and phone call
- ✓ Know which ads bring customers
- ✓ Stop wasting money on wrong audiences

## WHY THIS MATTERS

Traditional advertising is like throwing darts in the dark. You're paying to reach everyone, but only a tiny fraction are actually interested in your business.

Targeted advertising is like throwing darts and knowing you are only going to hit bullseye.

**Your advertising budget works smarter when every dollar reaches the right person**



**CALL US TO GET STARTED TODAY!**

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