



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?



Use Facebook's ad targeting options to reach the right audience, including location, age, gender, interests, and more.

Select the type of ad you want to run, whether it's a photo, video, carousel, or other formats.

Create eye-catching visuals and compelling ad copy that resonate with your audience and align with your campaign goals.

Use Facebook's robust targeting options to reach the right audience. Consider demographics, interests, behaviors, and custom audiences. Creating buyer personas can help you tailor your ads effectively

Start by clearly outlining your campaign objectives. Are you looking to increase brand awareness, drive website traffic, generate leads, or boost sales? Your goals will influence the rest of your campaign strategy.

Design eye-catching visuals and ad copy that resonate with your target audience. Use high-quality images or videos and craft engaging headlines and ad text.

Select the type of ad you want to run, whether it's a photo, video, carousel, or other formats.

Create eye-catching visuals and compelling ad copy that resonate with your audience and align with your campaign goals

Use Facebook's ad targeting options to reach the right audience, including location, age, gender, interests, and more.

Choose the appropriate ad format for your goals. Facebook offers various options, including image ads, video ads, carousel ads, and more. Select the format that best conveys your message.

We face difficulties in determining an appropriate budget and managing ad spend effectively.

Our existing ad content and design do not effectively capture our audience's attention and drive desired



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?