

# SEM Coaching 64

# Facebook Audience Targeting Strategies



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2021

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# Introduction

- One of the biggest challenges with Facebook marketing is getting the right ‘product to market’ fit i.e. showcasing your product or service to the ‘right’ audience.
- Facebook provides several audience targeting options:
  - Custom & lookalike audience
  - Location
  - Demographic
  - Connections
  - Language
  - Interests
  - Behaviors
- The key to getting maximum results from Facebook advertising is by showing right message to the right audience at the right time!

# Audience Insights

# Strategies

- Audience Insights allows us to gain insights into:
  - Everyone on Facebook, People Connected to your Page or a Custom Audience.
  - Allows you to quickly and easily see demographics, top liked pages, location info, activities, household income
  - In addition, for US audiences, Audience Insights allows you to understand purchase behavior (both online and offline) of our target audience
  - A good place to start is by understanding the demographics of your own prospects or customers
  - Another powerful strategy is to use Audience Insights to gain more insights into ANY target audience group

# Audience Insights

**Ads Manager**

**Account**

**Create an Ad**

**Campaigns**

**Reports**

**Audience Insights**  

**Settings**

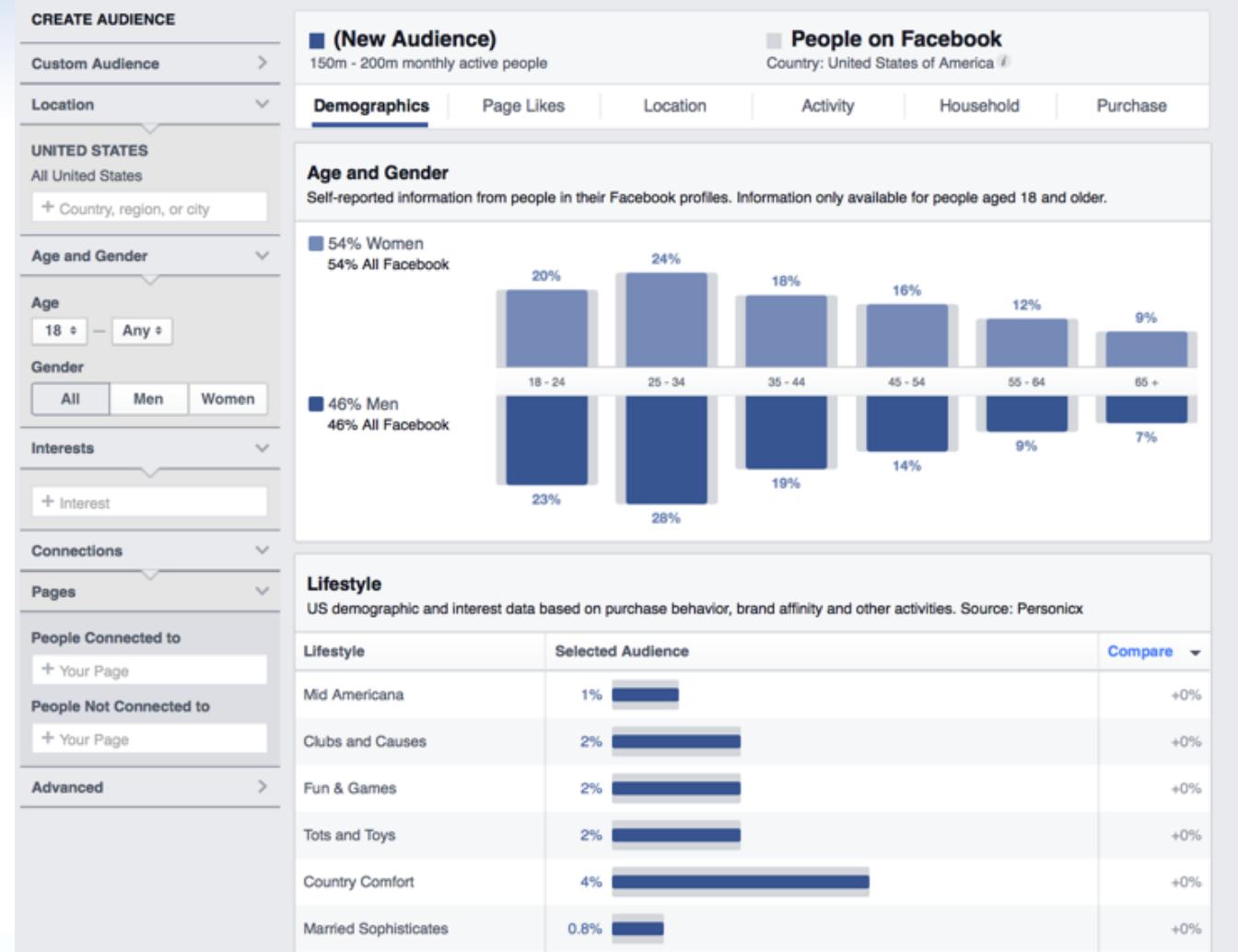
**Billing**

**Conversion Tracking**

**Power Editor**

**Account History**

**Audiences**



# Custom & Lookalike Audience

# Strategies

- Custom Audience:
  - Create as many Custom Audiences as possible for your business
  - Create TWO Custom Audience for each target group (i.e. based on e-mail AND phone number)
- Lookalike Audience:
  - Target based on SIMILARITY rather than REACH
  - To track conversions accurately:
    - Custom Audience: EXCLUDE the custom audience if creating new Ad Set based on Interest
    - Lookalike Audience: EXCLUDE the custom audience you used to create the Lookalike Audience

# Location



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# Strategies

- Location is a required input to run Facebook ads.
- Targeting can be at the country, city, zip, DMA or address level
- Be sure you are targeting the correct location!

The screenshot shows a targeting interface with the following fields:

- Locations**: A dropdown menu set to "Include" with the search term "selangor" entered.
- Age**: Set to 25.
- Gender**: Set to All.
- More Demos**: A button labeled "selangor".

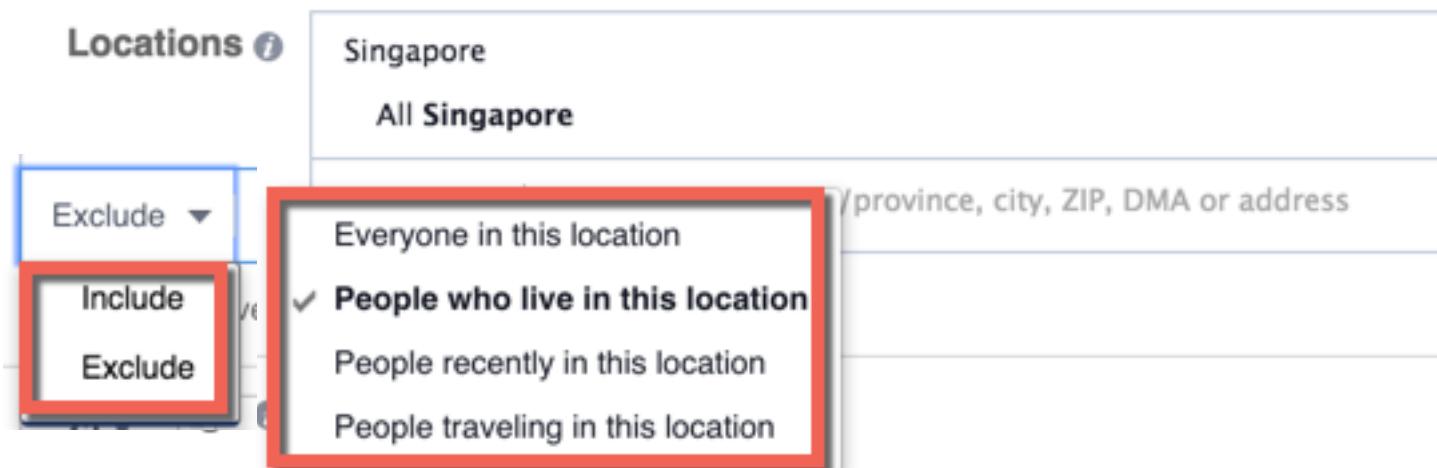
A dropdown menu displays search results for "selangor":

- Selangor, Malaysia (State)
- Kuala Selangor, Selangor, Malaysia (City)
- Kampong Selangor, Perak, Malaysia (City)
- Kampong Tanjung Selangor, Terengganu... (City)

The first result, "Selangor, Malaysia", is highlighted with a red border.

# Strategies

- You can also decide which location to ‘include’ or ‘exclude’ in your targeting
- Lastly, you can also determine the type of people you wish to target



# Demographic



# Strategies

- Age
  - Consider a narrower rather than broader age range
  - Consider different ad messaging for different age segments
  - Use Responder Demographic report to identify profitable age segments
- Gender
  - Consider different ad messaging for different gender segments

# Strategies

- Relationship
  - Consider different ad messaging for single versus married
- Education
  - Consider different ad messaging for graduates and non-graduates
  - Consider targeting people from a particular school

# Strategies

- Work
  - Consider targeting people from a specific company, with a specific job title, or from a specific industry
- Life Events
  - Consider targeting people with a specific life event:

Anniversary within 30 Days

Away from family

Away from hometown

Friends of

Long distance relationship

New job

Newly engaged (1 year)

Newly engaged (3 months)

Newly engaged (6 months)

Newlywed (1 year)

Newlywed (3 months)

Newlywed (6 months)

Recently moved

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# Connections

# Strategies

- Allows you to reach people that have a connection to your app, event or page.
- If you intend to reach out to a new audience, consider excluding people who already like your app, event or page
- Tip: Consider using the ‘include people whose friends are connected to’ feature to reach out to friends of friends!

# Languages



# Strategies

- Be aware that not everyone in Facebook speaks or reads English
- So when running Facebook ads, ALWAYS select the language the ad is created in. DO NOT leave the language field blank!

# Interests



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# Strategies

- This is my MOST UTILISED targeting feature!
- You can browse interests by industry and sub-industry, or simply search an interest by typing directly on the field.
- Be sure to use the ‘Suggestions’ feature to browse related interests!

The screenshot shows a user interface for managing interests and behaviors. On the left, there are two sections: 'Interests' and 'Behaviors'. The 'Behaviors' section is highlighted with a red box around its list of names: Dale Carnegie, Jim Rohn, Napoleon Hill, Jack Canfield, and Zig Ziglar. To the right of these lists are several '+' icons. At the top right, there is a 'Suggestions' button, which is also highlighted with a red box. Below it is a 'Browse' button. The 'Additional Entries' section at the top contains the name 'Tony Robbins'.

# Questions?