



# BEEHIVE OF IDEAS

**Instagram and Facebook Ad to Increase followers:**

**Target audience details:**

**Location:** San Francisco, San Mateo, San Jose, Daly City.

**Age:** 21 and up

**Gender:** Male and Female

**Interests:** Realtors, Architects, Interior Designers, Builders, Handy Man, Freelancers, Startups, Business Owners.

**Caption:** Ready to grow your business in 2017?

**Budget:** \$100 --→ 10 days | \$10 per day

**Purpose:** Using a photo of BNI Embarcadero during a meeting to inform the power of networking and visiting a BNI chapter for the first time and further encourage the target audience to follow BNI SF on FB and IG