

When was the last time that you searched for someone on Facebook and were shocked to discover that they didn't have an account?

It's probably been a while.

We've all had that happen, but it's pretty rare. Nearly everyone is on Facebook nowadays.

With so many people in one place, Facebook presents a huge opportunity for businesses to reach out and connect with potential customers.

But unfortunately, it's not quite as easy as it once was. You and I both know that [the reach of organic content is decreasing](#). Facebook [changed their algorithm](#) in January in a major way. They made it so that people would see more personal content in their news feeds and less public content like posts from businesses, brands, and the media.

This is where [Facebook Ads come in](#). Paying for ads is becoming increasingly important if you want to reach your target audience.

But spending money doesn't guarantee success. You could spend good money on Facebook Ads and still struggle to get results.

But if you're going to invest in Facebook Ads, you want to make sure that you know what you're doing. And a great place to start is your targeting.

That's what I'll talk about in this post.

I'm going to show you 21 ways to improve the performance of your Facebook Ads by simply fixing your targeting.

First, let's talk about why targeting is so important and how it can dramatically affect the results of your ad campaign.

## **Targeting can make or break a campaign**

Targeting the right people with the right message is the key to a successful ad campaign.

Are you familiar with [the traditional sales funnel](#)?

## Content Marketing Sales Funnel



Customers at each stage of the funnel are looking for something different.

If you target someone in the “know” stage with a sales call to action, you will fail.

If you target someone in the “trust” stage with an informational message, you’ll still probably fail.

Targeting is not simply figuring out the general demographics of your audience.

If you get any of a wide variety of traits wrong, you won't yield the results you want, no matter how amazing your ad looks.

If you send the perfect message to the wrong audience, they won't click it.

Not only that, but Facebook's [Relevance Score](#) has shown that the better you are at [targeting the right ad message](#) to the right audience, the lower your cost per click will be.



AdEspresso decided to test this measure.

They targeted two different audiences and ran the exact same ad to both of them.

The results were dramatic.

The one with better targeting had a lower cost per click *and* gained four times more clicks!

So here's the takeaway for you:

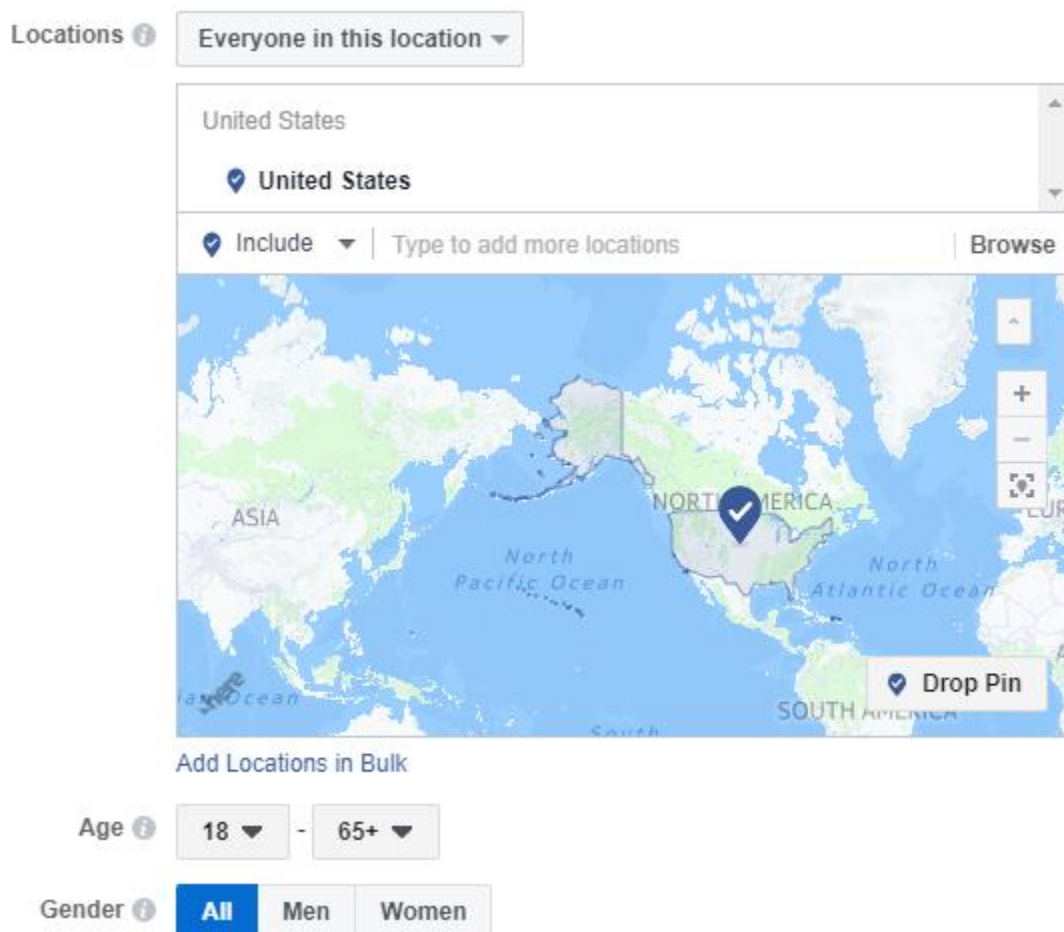
Proper targeting will not only make your ads more successful, but it will also lower your overall cost of running them. This improves your ROI and boosts your bottom line.

You need to fix your targeting before you fix any of the other issues your Facebook Ads may have.

Now, I'll show you 21 ways to improve your targeting so you immediately see better results from your Facebook Ads.

## 1. Start with a combination of basic demographics

When you're setting up an ad, the first thing Facebook will ask you to do is select the location, age, and gender of your target market.



The image shows the Facebook targeting interface. At the top, there's a 'Locations' section with a dropdown menu set to 'Everyone in this location'. Below this is a search bar containing 'United States' and a location pin icon. A map of the world is displayed, with a pin placed over North America. Below the map, there are buttons for 'Include', 'Type to add more locations', and 'Browse'. Underneath the map, there's a link that says 'Add Locations in Bulk'. Below the location section, there's an 'Age' section with a range of '18' to '65+'. At the bottom, there's a 'Gender' section with three buttons: 'All' (which is selected), 'Men', and 'Women'.

Selecting only these three targeting options is a huge mistake. It will make your audience far too large.

That doesn't mean that you should ignore them, though. Don't be so focused on the advanced options that you skip past the basics.

Facebook offers [free courses](#) on how businesses can use their targeting options.

If you check out their advertising course options, you will notice that there are several basic courses to help you build a solid foundation.

### Get started with advertising



#### Facebook and Instagram

15mins ★ 4.3 Beginner



#### Targeting: Core Audiences

15mins ★ 4.6 Beginner

They recommend that you take these courses before you get into the more advanced targeting classes.

### Target the right audience



#### Develop Your Campaign with Marketing Insights from...

15mins ★ 4.6 Beginner



#### Targeting: Core Audiences

15mins ★ 4.6 Beginner



#### Targeting: Custom Audiences

15mins ★ 4.6 Beginner

Make sure you narrow down all three basic fields for every ad you create. This should be your first step for [audience targeting](#).

Even if everyone from the ages of 18 to 65 could use your product, you shouldn't try to speak to everyone with the same ad.

Every time you make your ad too broad, you set yourself up for failure.

## 2. Target your audience's interests

Trying to target your ideal customer just based on demographics like age and gender isn't going to cut it.

That's why you need to be very specific with your targeting.

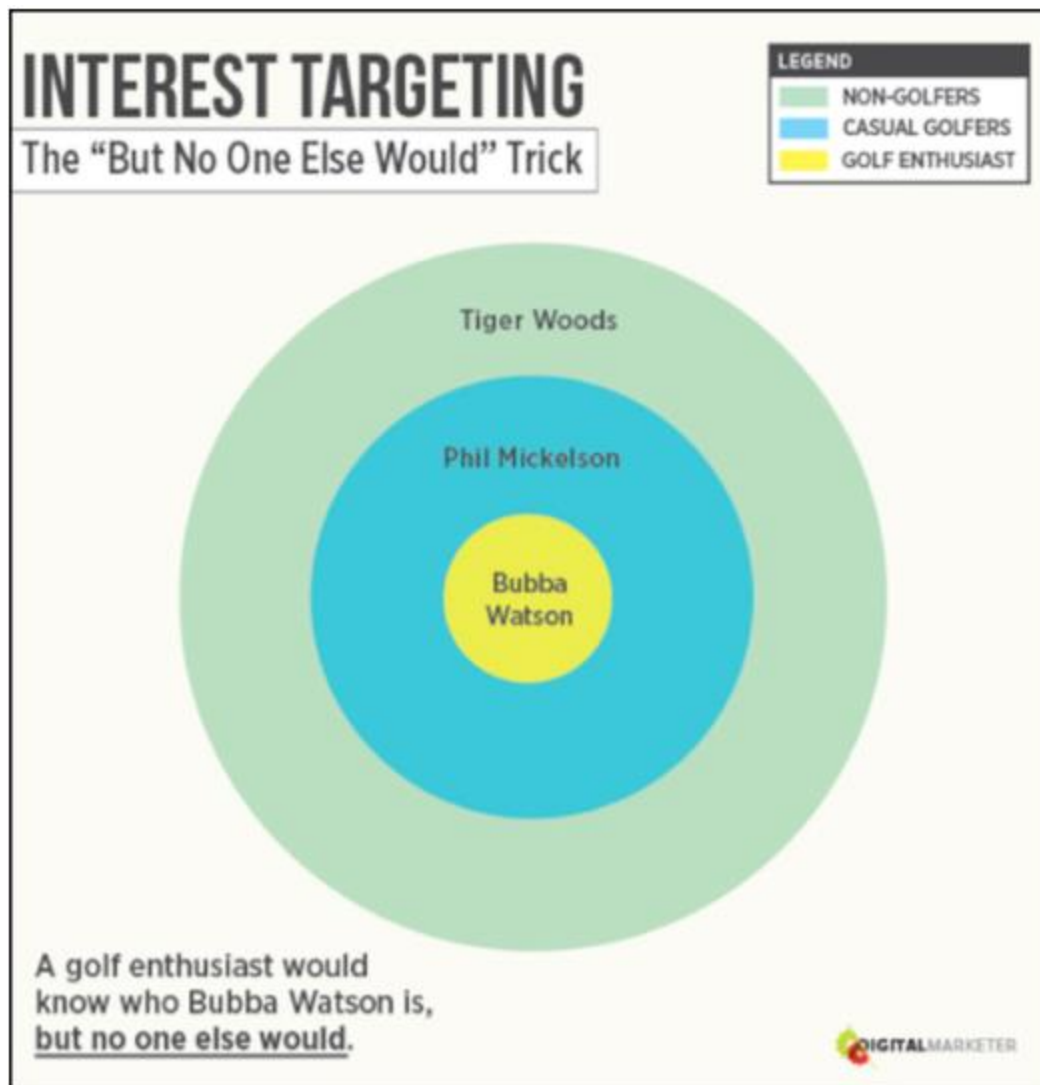
If your target audience is too large, your click-through-rate will be low, and your ads will fail.

The best way to narrow down your audience is by defining the interests of your ideal customer.

Make sure you narrow your focus as much as possible.

One of the best ways to do this is with the "but no one else would" trick.





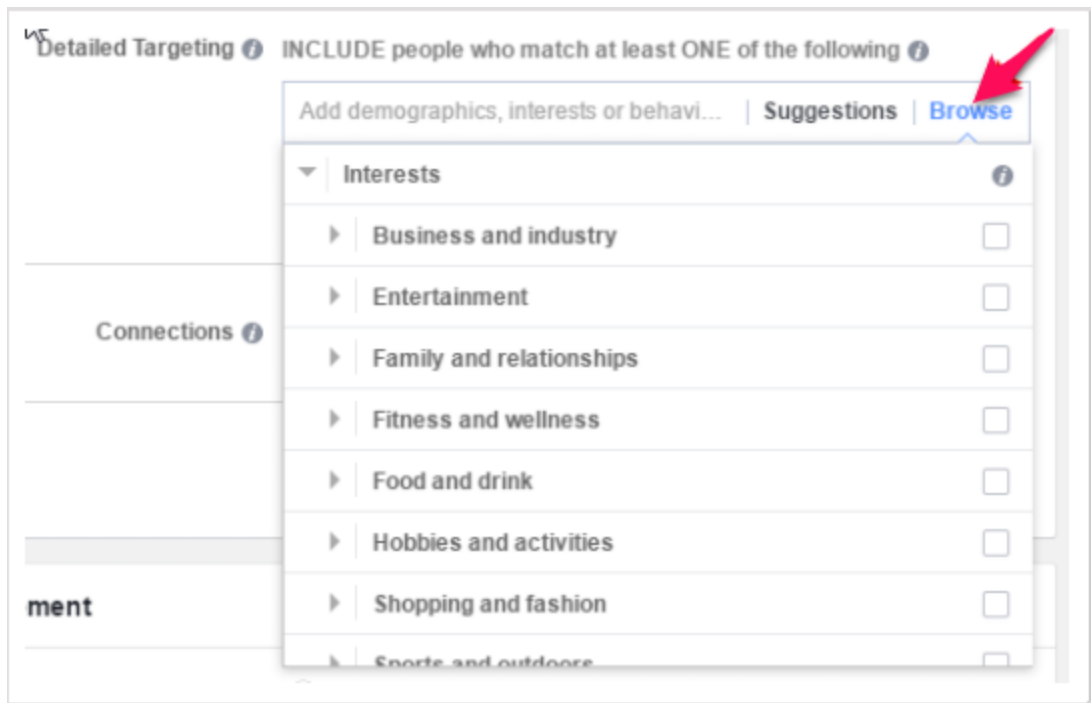
The way to do this is by selecting a specific interest that no one other than an avid fan would have.

If you want to sell to golfers, don't choose Tiger Woods. He's so popular that even non-golfers may be fans.

Bubba Watson is a far better choice. Only serious golf enthusiasts would know him and like him.

There are thousands of different [interests you can choose to target](#) with Facebook Ads.

Simply go into your ad settings and find the “Interests” section.



Type any possible interest into the search box and it will populate suggestions for you.

social	Suggestions	Browse	Estimated Daily Results
<b>Social</b>	Interests: ▲		<b>30,347,280</b> people
Social network	Interests:		Interests > Additional Interests > Social
Social media	Interests:		Description: People who have expressed an interest in or like pages related to <i>Social</i>
Social science	Interests:		
Social class	Interests:		
Social group	Interests:		
Social networking service	Interests:		

This gives you a description of the interest and how many people on Facebook currently share it.

But selecting a single interest will still result in far too broad of a target group.



Over 850,000 people are interested in me alone. That may be flattering, but it isn't useful as a target market.

You need to either select multiple intersecting interests or combine this targeting with at least one of the other methods below.

For example, this [Dr. Pepper ad](#) is targeting three intersecting interests:

1. College students
2. People who like college sports
3. People who like soft drinks

The image shows a Facebook post from the official Dr. Pepper page. The post features a woman in a maroon Dr. Pepper t-shirt on a football field, looking surprised with her hands near her face. In the background, there are football players and referees. The text of the post promotes a contest where users can win \$100,000 in college tuition by entering and picking a winner. The post includes a 'Sign Up' button and engagement metrics (97 likes, 23 comments, 25 shares).

**Dr Pepper** about a week ago

The chance of a lifetime could be yours. Enter now for a chance to compete for \$100,000 in college tuition 🏆

**It's the Tuition Giveaway**  
Enter now for your chance to compete to win up to \$100,000 in tuition. Then pick u...

DRPEPERTUITION.COM | BY DR PEPPER

[Sign Up](#)

👍 97 💬 23 ➡ 25

You can see that they've perfectly targeted the visuals and messaging in the ad to their chosen market.

Had they used one of their other ads, like this one, [it probably would have failed](#).



Make sure your ad message suits the interests of the audience you're trying to target.

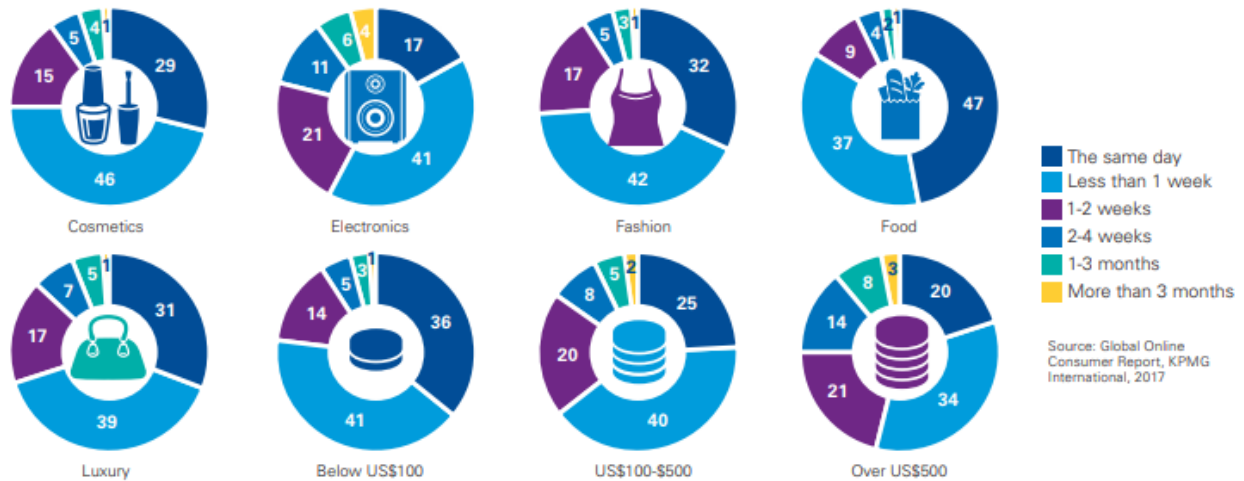
### **3. Find people already looking to buy your product**

Whether you find it creepy or not, Facebook can generally tell if you've been online searching to buy something.

If you sell a high-end product, this is an excellent way to target customers.

[73% of consumers research a product online](#) before purchasing. The purchase consideration window is not very large though. For most products, you have [a week or less](#) from the time a customer starts shopping until they buy.

Purchase duration by product category and price (%)



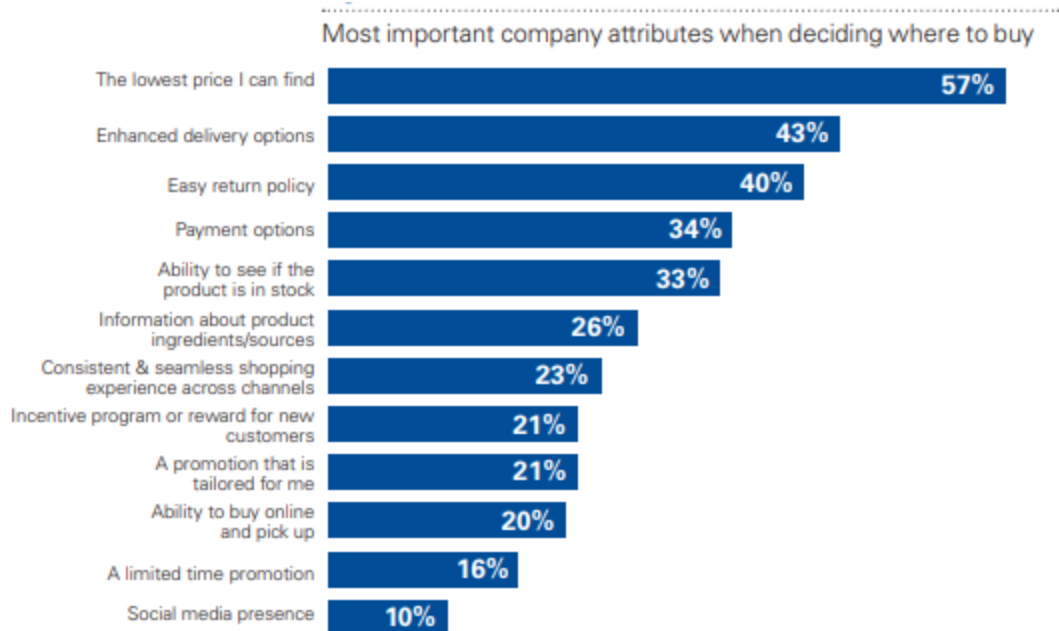
Even for products worth more than \$500, 54% make their decision in less than a week.

By the time two weeks have passed, 75% of people have made their purchase.

Facebook can identify your ideal customers who are already in the looking-to-buy stage and instantly target your ad to them.

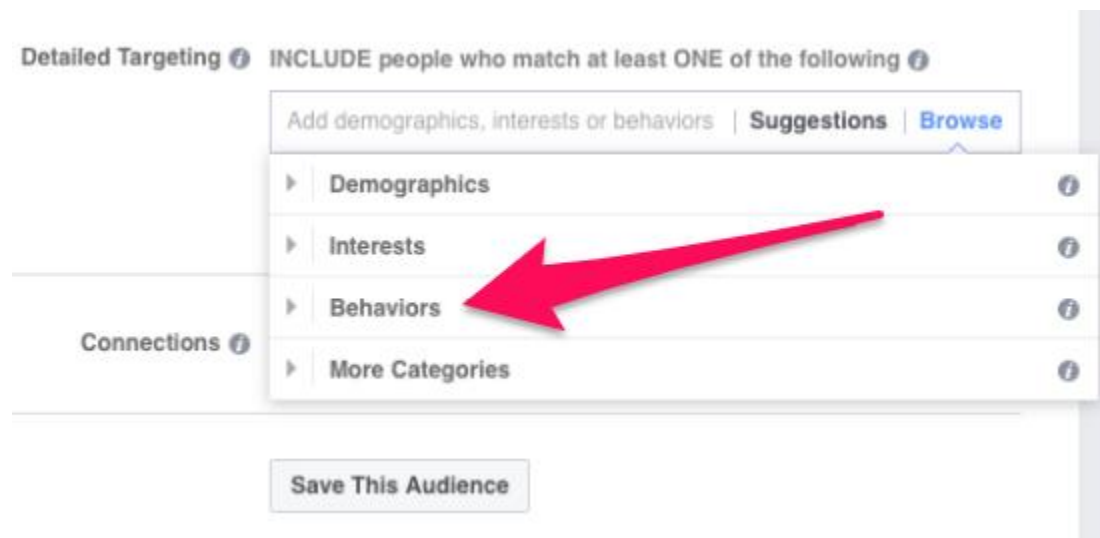
This means even if they haven't heard of you yet and have only been researching on competitor sites, you have a chance to steal them away before they make up their mind.

Since most consumers make up their mind based on price, a targeted Facebook Ad offering a discount could be enough to persuade them to purchase from you over the competition.



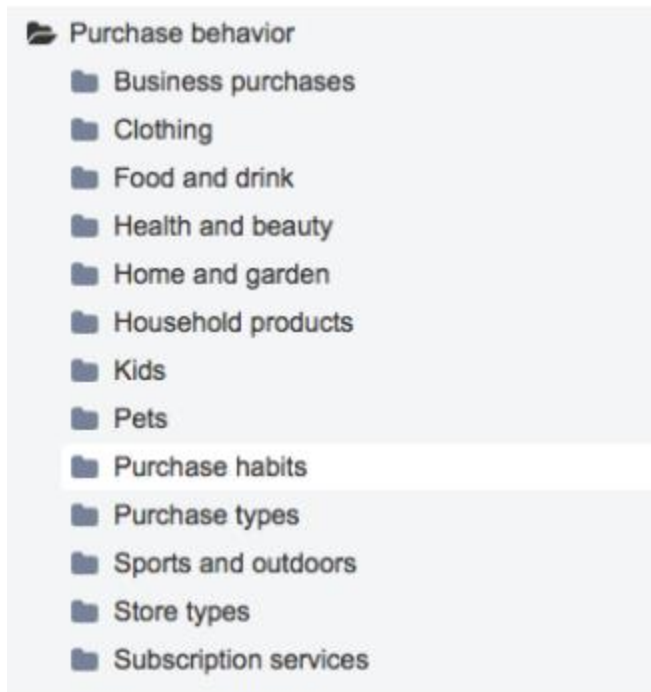
How do you do this?

Within Facebook Ads, there is a section called Behaviors.




You can try typing in ideas and see what is suggested or you can browse.

There are a ton of different purchase options to choose from.




Even within folders, there are subfolders so you can narrow it down as much as possible.

If you sell modern, high-end furniture, target the purchase behavior for 'modern sofa' rather than 'sofa' or 'furniture.' Then create the ad specifically focused on your [modern sofas for sale](#).




**Rove Concepts**

about 2 months ago




A modern sofa that caters to you. Discover a collection of modern European inspired forms up to 15% off. [#measuredbysandro](#)



**Inviting Contemporary Design**

Sandro Sofa




Shop Now



**Modern Comfort**

Sandro Sofa

Shop Now

 318
  16
  15

## 4. Target people by their income level

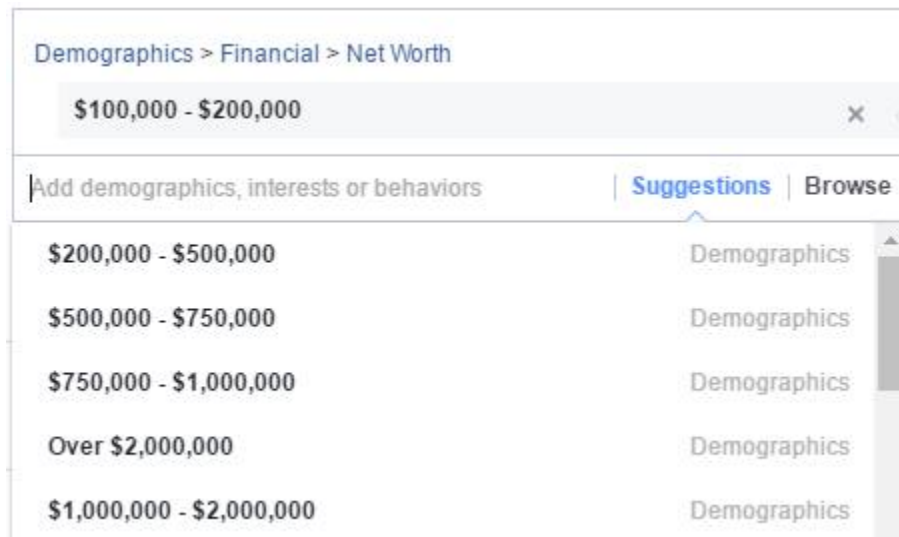
Do you have a high-end product that is typically only bought by people making over \$100,000 a year?

Is your ideal customer a broke college student?

If your service or product is targeted to people of a specific income level, then your ads should be targeted the same way.

Facebook allows you to target consumers through 30 different financial behaviors. This helps make sure that the people seeing your ad are the ones who will be able and willing to buy it.

Under the Demographics section, you can target by Income, Net Worth or even Liquid Assets.



How does Facebook know my income?

Well, it doesn't. Not exactly.

They use a host of third-party data, combined with general demographic, household, and other information they have to come up with an approximation.



FINANCIAL BEHAVIOR DATA SOURCE					
Acxiom (Modeled)	Acxiom (Self-Reported)	Acxiom (Modeled - Mixed Sources)	Acxiom (Warranty + Buying Data)	Epsilon (Multi-sourced)	Epsilon (Shopper's Survey)
Full-Service Investors: 38.51 million	Active Credit Card User: 134.4 million	Highly Likely Investors: 18.95 million	1 Line of Credit: 28.29 million	Credit Card High Spenders: 4.29 million	Credit Union Member: 2.74 million
Independent Investors: 38.76 million	Any Card Type: 141.95 million	Personal Investments: 64.89 million	2 Lines of Credit: 24.9 million		National Bank Customers: 5.38 million
Semi-Independent Investors: 16.26 million	Bank Card: 136.12 million	Primarily Cash: 53.83 million	3 Lines of Credit: 15.49 million		Regional bank Customers: 2.26 million
	Gas, Dept & Retail Store Cards: 111.45 million	Primarily Credit Cards: 53.76 million	4 Lines of Credit: 9.86 million		Debit Card: 10.9 million
	High-end Dept Store Cards: 59.18 million	Likely Investors: 20.73 million	5 Lines of Credit: 8.25 million		

It won't be perfect for every person, but it doesn't have to be.

Targeting by income will still be massively more effective than trying to target everyone.

Imagine you're selling engagement rings.

What's more successful?

Creating one ad showing a mid-range ring and trying to connect with everyone looking to buy a ring?

Or targeting low-income men with your most affordable rings and targeting the most affluent guys with your largest, priciest diamonds?

With the first technique, you're likely going to lose both audiences, even though they're both in the market to buy an engagement ring.

Here's an [ad for affordable homes](#) targeted at low-income consumers:



## 5. Focus on where your audience works

Does your product or service appeal to people in a particular industry or occupation?

In the demographics section, you can narrow down your audience by work categories.

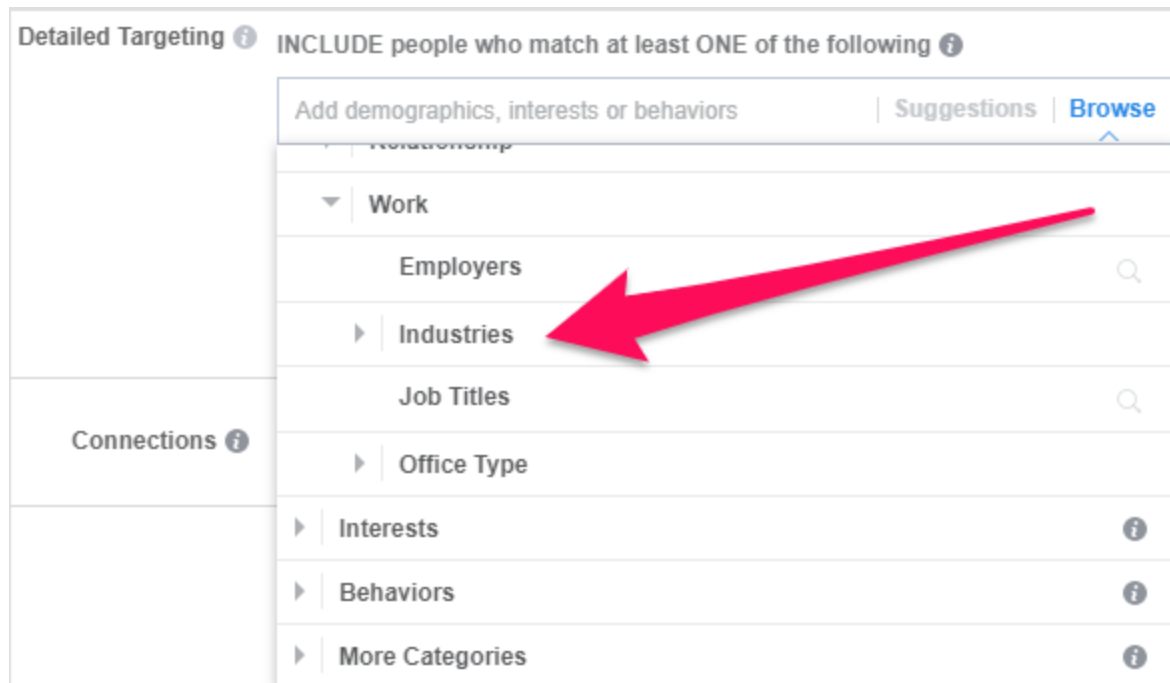
Aleja Seabron, Social Media Manager, agrees that proper planning, including knowing what your target audience does for a living is “by far the best thing you can do to ensure you are spending your ad dollars wisely.”

First, browse by demographics, and then select work.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

	Add demographics, interests or behaviors	Suggestions	Browse
	▼ Demographics ⓘ		
	▶ Education		
	▶ Financial		
	▶ Home		
Connections ⓘ	▶ Life Events		
	▶ Parents		
	▶ Politics (US)		
	▶ Relationship		
	▶ Work		

Now you can search for a specific employer or job title or you can search by industry.



You'll notice that the amount of people in each industry pops up on the side.

Most of these are way too large to be effective on their own.

There are almost 10 million business and finance professionals on Facebook.

That's way too broad to be a good target market. Combine it with other options to improve your audience, or narrow it down by choosing specific job titles within the industry.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

▼ Industries

Administrative Services	<input type="checkbox"/>
Architecture and Engineering	<input type="checkbox"/>
Arts, Entertainment, Sports and Media	<input type="checkbox"/>
Business and Finance	<input checked="" type="checkbox"/>
Cleaning and Maintenance Services	<input type="checkbox"/>
Community and Social Services	<input type="checkbox"/>

Connections ⓘ

Your detailed targeting criteria set to allow interest expansion

Estimated Daily Results

**9,931,935** people

Demographics > Work > Industries > Business and Finance

**Description:** People with roles in business and finance. Examples include: accountant, accounting manager, auditor, sales manager, financial advisor, chief financial officer, dealer, agent, etc.

You can also target by office type. If you're trying to reach startups or small business owners, this option can be very useful.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Work

Employers	🔍
▶ Industries	
Job Titles	🔍
▼ Office Type	
Small business	<input checked="" type="checkbox"/>
▶ Interests	ⓘ
▶ Behaviors	ⓘ

Connections ⓘ

Your detailed targeting criteria is set to allow interest expansion. ⓘ

Estimated Daily Results

**16,000,000** people


Demographics > Work > Office Type > Small business


**Description:** Individuals who are likely to be a small business owner

**Source:** Partner Category based on information provided by Oracle Data Cloud. MasterCard - anonymous, aggregated transactions data


**Details:** No more than 15% of your

Here's an example of an [ad targeted to construction professionals](#):




3D Robotics Inc. 

about 3 weeks ago



PCL Construction, PARIC Corp., and other leading firms are saving time and money with enterprise drone programs. Want to know how they've scaled drone operations successfully? Read our eBook to find out.



**eBook: How to Build an Enterprise Drone Program**  
3DR Site Scan is the complete drone-to-data platform for construction and engineering. Survey jobsit...  
GO.3DR.COM

## 6. Target home ownership

Facebook allows you to target people based on whether they own or rent their home.

Not only that, but you can narrow it down to whether they are a first-time home buyer or not.

You can find this under the demographics section.

▼	Home Ownership	
	First time homebuyer	<input type="checkbox"/>
	Homeowners	<input type="checkbox"/>
	Renters	<input type="checkbox"/>

You can even choose home type:

▼ Home Type	
Apartment	<input type="checkbox"/>
Condo	<input type="checkbox"/>
Multi-family home	<input checked="" type="checkbox"/>
Single	<input type="checkbox"/>

Why does this matter?

This is obviously a great way to target ideal customers if you're a realtor.

But what about the rest of us?

Well, knowing if someone is renting or owning can be useful for companies selling insurance, large appliances, home-care services, and a wide range of other things.

First-time home buyers are also likely to be shopping for everything that needs to go in that new home, from kitchenware to a living room set.





PNC

about 11 months ago



Get your homebuyer's guide, buy your first home with confidence. #FirstHome  
#HouseWarming #FireUpTheGrill



© 2017 PNC Bank, National  
Association. Member FDIC

### Get Your First-Time Homebuyer's Guide

Learn the ins and outs of buying your first home.

PNC.COM

Julie Van Ameyde, Marketing Consultant at [Simply Social LLC](#) shares: *My students and clients ask me all the time what is the most important thing to finding success with Facebook Ads. I tell them it is: Targeting, Targeting, and Targeting! Facebook allows us to do what most other forms of advertising do not: the ability to hone in our target market. Whether it is by demographics, location, interests or behavior make sure you know your perfect client.*

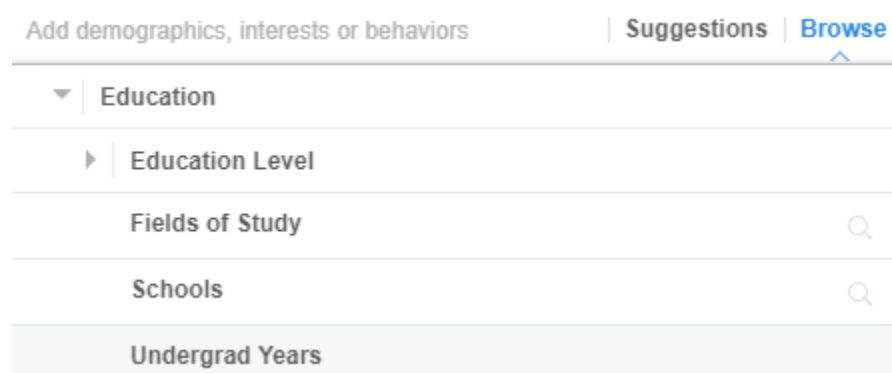
## 7. Group your audience by their level of education

Knowing the education level of your target market helps you customize everything from tone to the language of a campaign.

It's also important if your product is suited for people with a certain level of education.

If you're a school offering Master's Degree programs, you want to target people who already have a Bachelor's.

Education is under the Demographics section.



You can also narrow down by field of study, specific school attended, or undergrad years.

This one can be particularly useful if your service is [aimed at recent graduates](#).



**Dive Hq Westhaven** ✓

about 9 months ago



Our recent graduates are deciding where they will go. New Zealand or overseas.  
Where would you go once you're a qualified SCUBA instructor?



Tough job deciding to stay or go.....

Jobs in the dive industry are available in New Zealand, Australia, Asia, and overseas. Once you grad...

[DIVEHQWESTHAVEN.CO.NZ](http://DIVEHQWESTHAVEN.CO.NZ)

Is your product for experienced professionals?

Choosing a graduation year further in the past can help you target people who have been in the workforce longer.



**Wealth Academy**  
about 2 years ago



"Middle-age executives – too costly to retain and too old to hire?"

Fellow reader, if you have been keeping abreast of the news lately, you would probably be aware that job security is one of the biggest worry among Singaporeans recently, especially for middle-age executives. This is not surprising, considering that in Singapore alone, close to 15,580 workers lost their jobs last year, which is the highest since the financial crisis in 2009. Many of those affected were profes... [See More](#)



**You Can Generate Another Consistent Stream Of Income And Protect Y**

No matter whether stock market is rising or falling, there are strategies to adapt to these market condi...

**LEARN HOW YOU CAN ACQUIRE A RECESSION-PROOF SKILL**

68% of all Facebook users have a college education.

If your ideal consumer has a secondary education, Facebook has a lot of potential for reaching them.

Just make sure you target your ads so you're not wasting money showing them to the other 32% of the population who aren't your ideal customers.

## **8. Decide if your ads are ethnic**

If you live in the US, you have the option to select an ethnic affinity.

You can find this option in the Demographics section.



Ethnic Affinity ⓘ

Choose ethnic affinity
Browse

Connections ⓘ

African American (US) +

Languages ⓘ

Asian American (US) +

Interests ⓘ

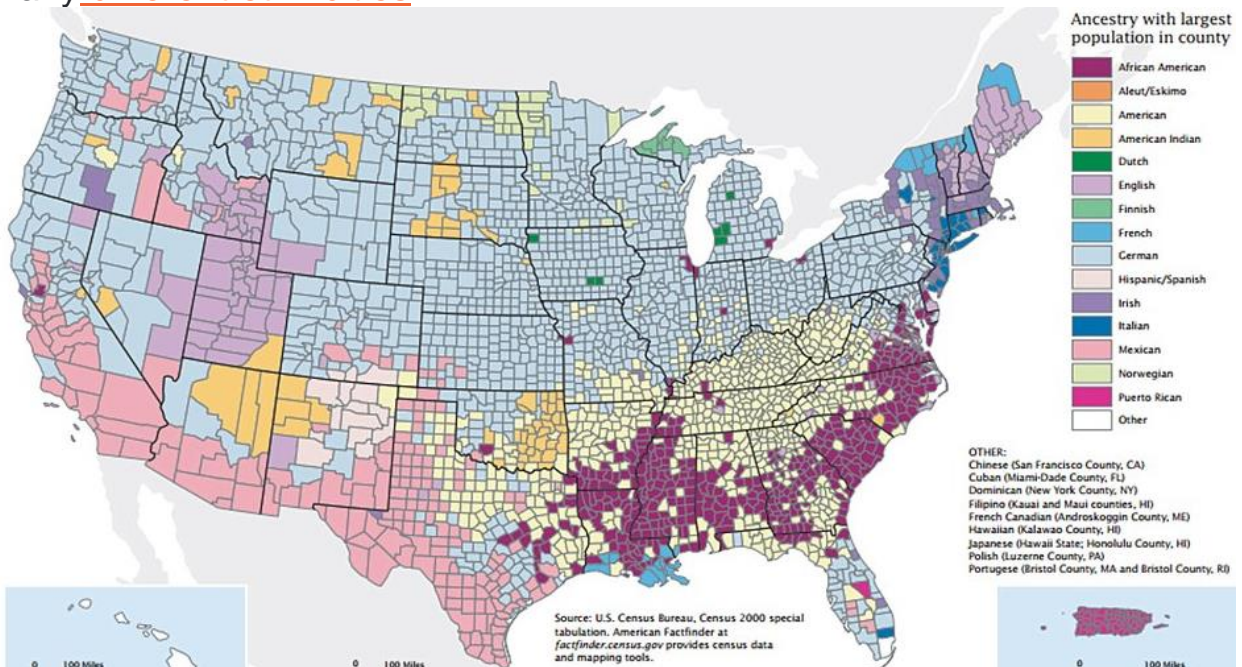
Hispanic (US - All) +

Hispanic (US - Bilingual) +

Hispanic (US - English dominant) +

Hispanic (US - Spanish dominant) +

America has a rich and diverse background with people from many different ethnicities.



If your product or service is more popular with a particular ethnicity, this option can help you target the right ad to the right group.

Keep in mind, that if you're targeting an ethnicity, and your ad has people in it, they should be of the same ethnicity.



ARIA Ethnic

on Friday



Exclusive Handwoven Six yards with contemporary twist, CASH ON DELIVERY Available||  
LIVE CHAT Support|| WORLDWIDE SHIPPING|| International PAYMENTS ACCEPTED||  
Hassle free RETURN & EXCHANGE POLICY



*Manipur Moirangphee Sarees*

\*CASH ON DELIVERY \*WORLDWIDE SHIPPING \*LIVE CHAT SUPPORT

Moirangphee Sarees

AMARIA.IN

## 9. Target people with children

Under Demographics, you can choose to target people based on their parental status and the age of their child or children.

All Parents	
New parents (0-12 months)	<input type="checkbox"/>
Parents (All)	<input type="checkbox"/>
Parents with preschoolers (03-05 years)	<input type="checkbox"/>
Parents with adult children (18-26 years)	<input type="checkbox"/>
Parents with early school-age children (06-08 years)	<input type="checkbox"/>
Parents with preteens (08-12 years)	<input type="checkbox"/>
Parents with teenagers (13-18 years)	<input type="checkbox"/>
Parents with toddlers (04-05 years)	<input type="checkbox"/>

You can also specifically target moms.

▼	Moms	
	Big-city moms	<input type="checkbox"/>
	Corporate moms	<input type="checkbox"/>
	Fit moms	<input type="checkbox"/>
	Green moms	<input type="checkbox"/>
	Moms of grade school kids	<input type="checkbox"/>
	Moms of high school kids	<input type="checkbox"/>
	Moms of preschool kids	<input type="checkbox"/>

These options are useful whether you're selling kids' products or services specifically for parents.

This is also great for products and services that are meant to be time-savers or stress-relievers.





**Andie Chiasson**

about 2 months ago



Recently I've seen so many career oriented parents that are stressed out and completely exhausted. They spend so much of their time dealing with stress and anxiety while trying to juggle all of their responsibilities at home and in their businesses.

They feel stuck and trapped and completely overwhelmed. They're unable to focus. The stress and anxiety take control and affect almost every aspect of their careers, family, friendships.

And there's so much information out their ... [See More](#)



**The 5 Shifts Working Moms Use to Reduce Stress and Anxiety in Their**

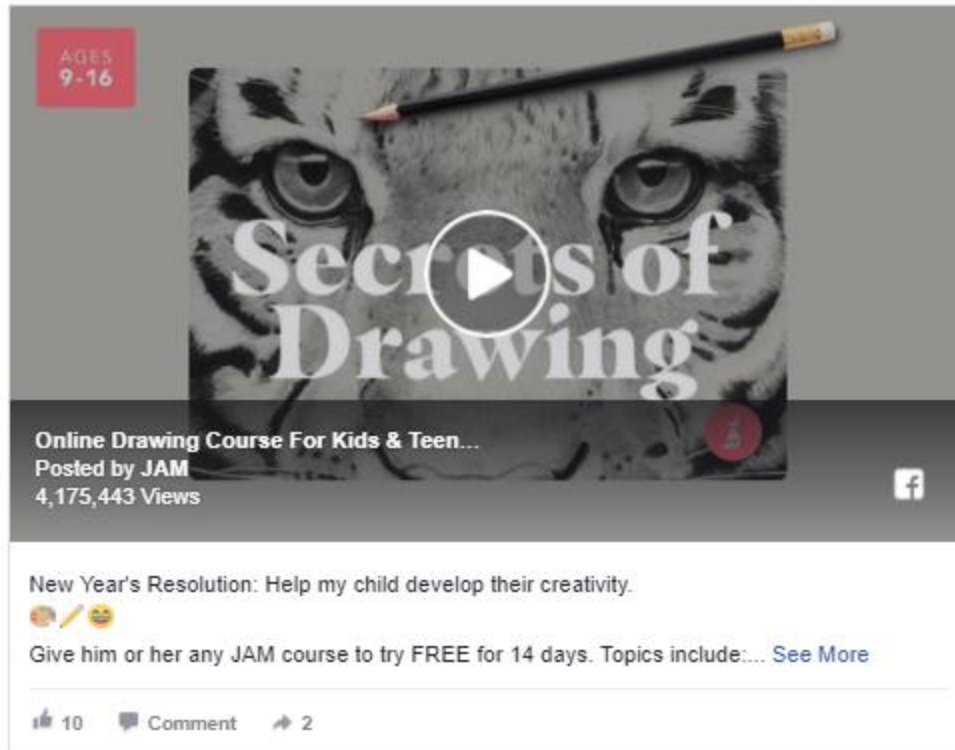
Want to reduce stress and anxiety and feel like a rock star at work and at home?? Learn what's worki...

[HTTP://WWW.ONLINEMEETINGNOW.COM/REGISTER/?ID=ZYK94...](http://www.onlinemeetingnow.com/register/?ID=ZYK94...)

Parents are known to have [larger budgets for many household items](#) such as groceries.

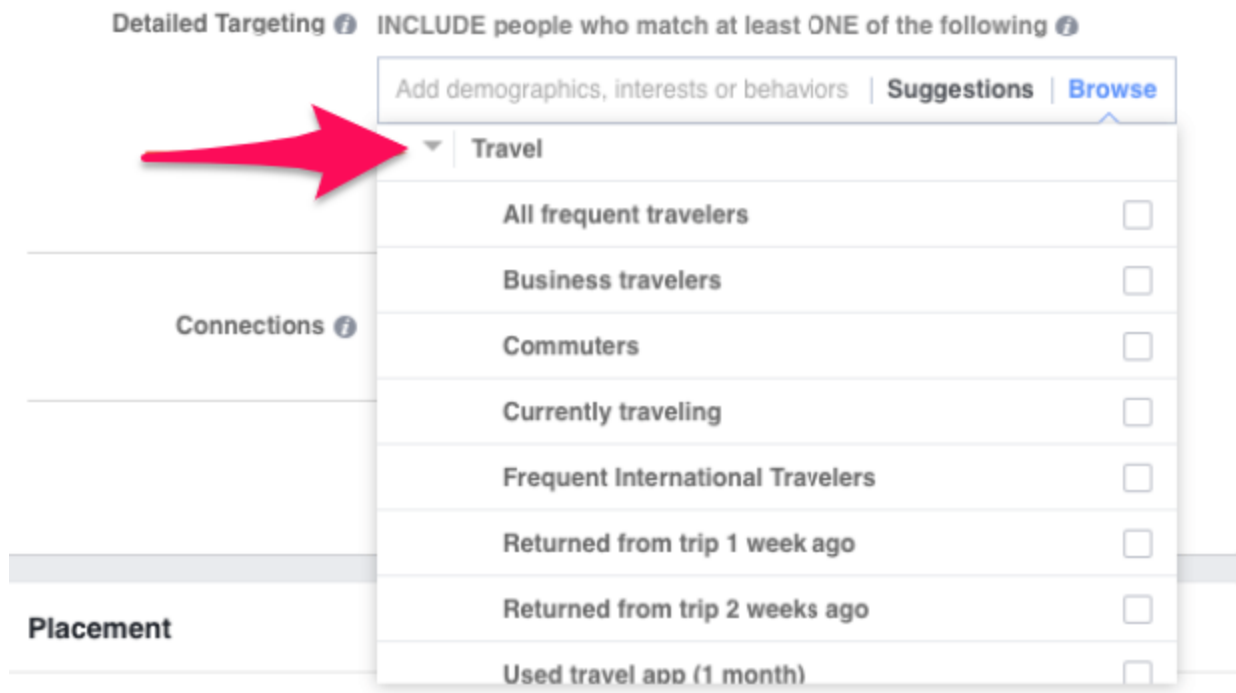
Research shows that they also take their children's interests into account when making the family or household purchases.

This means, knowing what demographic their child fits into and targeting to the kid's interests can improve ad results.



## 10. Search out people who love to travel

Facebook Ads gives you the ability to select your audience based on their travel behaviors.



You can select from any of the following options:

- All frequent travelers
- Business travelers
- Commuters
- Currently traveling
- Frequent International Travelers
- Returned from trip 1 week ago
- Returned from trip 2 weeks ago
- Used travel app (1 month)
- Used travel app (2 weeks)

Of course, [travel providers](#) are the obvious choice for this.

 **Booking.com**   
about 2 weeks ago 

With Booking.com for Business, access Genius rates and track costs so you'll never overspend on business travel again.



Is booking business travel getting too expensive?  
Save, book faster, and easily manage all work stays with Booking.com for Business. Sign up for free >>  
BOOKING.COM

But these options are useful for tons of other businesses too.

8



Did you know that business travellers expense **\$3 billion** for fast food restaurants every year? That is equivalent to 750,000,000 burgers!

For example, consider the following:

1. People who are frequent travelers may be either well-off or in a job that requires travel
2. Business travelers are an ideal market if you have a B2B business

3. Commuters may be more interested in products that help pass the commute time, such as e-books and mobile apps
4. People who are currently traveling near you are the perfect audience if your product or service is directed at tourists

## 11. Focus your ads on people with similar political beliefs

Facebook Ads allow you to target people based on their political beliefs, as long as your ads are for the US.

Political options can be found under the Demographics section.

Add demographics, interests or behaviors		Suggestions	Browse
▼	Politics (US)		
	Likely to engage with political content (conservative)	<input type="checkbox"/>	
	Likely to engage with political content (liberal)	<input type="checkbox"/>	
	Likely to engage with political content (moderate)	<input type="checkbox"/>	
▶	Self reported		
	US politics (conservative)	<input type="checkbox"/>	
	US politics (liberal)	<input type="checkbox"/>	
	US politics (moderate)	<input type="checkbox"/>	
	US politics (very conservative)	<input type="checkbox"/>	

You'll notice the bottom options are all self-reported.

This means Facebook can only target the people who have voluntarily chosen to put their political views in the About Me section of Facebook.

Political Views	<input type="text" value="What are your political beliefs?"/>
Description	<div></div>

This can be helpful if your product or service relates better to [one typical political view](#) over another.

**Conservative Investor**  
about 3 months ago



**🚫 US Economist Makes Disturbing Prediction 🚫**

The man who predicted the collapse of GM, Fannie Mae, and Freddie Mac claims the next big bankruptcy will be unlike anything we've ever seen - and has a stunning twist that will dramatically affect your and your money.

 Watch more 



**Guess Who's Going Bankrupt Next in America**

Dear Fellow American, Do you ever feel—despite the supposed economic "recovery" of recent years...

THEAMERICANJUBILEE.COM

57% of consumers are more likely to [buy from or boycott a brand](#) because of its stance on a social or political issue.

In other words, targeting those who align with you politically, and avoiding those who won't, should immediately increase your ad performance.

## 12. Target couples who have an anniversary approaching

Under demographics there is a Life Events option:

Add demographics, interests or behaviors | Suggestions | [Browse](#)

▼

Demographics

▶ Education

▶ Financial

▶ Home

▶ Life Events

▶ Parents

▶ Politics (US)

▶ Relationship

▶ Work

Within this category, you can find the anniversary choices.

▼ Anniversary

Anniversary within 30 days ☐

Anniversary within 31-60 Days ☐

You can choose to target people with an anniversary in the next month or the next two months.

If you're trying to target people ready to [buy a present](#), this is a good option to select.





LoveBookOnline

about a year ago



"I was tired of the same old anniversary gifts and this one was more than I could have imagined. So far everyone that has read this book has shed a tear, I couldn't be more pleased with this purchase."



### "Why I Love You" Books - Anniversary Gift Idea

It's so simple. Create your own book that says why you love them. Create your characters, select the ...

LOVEBOOKONLINE.COM

Anniversaries and holidays are huge events for retailers.



Valentine's Day alone was predicted to rake in close to \$20 billion in consumer spending this year.

## 13. Search out friends of people celebrating a milestone

Another great way to find people ready to buy presents is to seek out friends of people who are about to celebrate something.


Add demographics, interests or behaviors		Suggestions	Browse
▼	Friends of		
	Close Friends of Men with a Birthday in 0-7 days	<input type="checkbox"/>	
	Close Friends of Men with a Birthday in 7-30 days	<input type="checkbox"/>	
	Close Friends of Women with a Birthday in 0-7 days	<input type="checkbox"/>	
	Close Friends of Women with a Birthday in 7-30 days	<input type="checkbox"/>	
	Close friends of people with birthdays in a month	<input type="checkbox"/>	
	Close friends of people with birthdays in a week	<input type="checkbox"/>	
	Friends of Recently Moved	<input type="checkbox"/>	
	Friends of newly engaged people	<input type="checkbox"/>	

Whether it's birthday presents, housewarming gifts for people who recently moved, or [baby shower gifts](#) for people who are expecting, you can select it here.


**Roadie**


about 2 years ago

Send last-minute flowers for the baby shower. Tap the Roadie app for easy, same-day delivery in your area.



**Local Same-Day Delivery**  
Tap Roadie for that.  
ROADIE.COM

## 14. Focus on people who are in a long-distance relationship

Another option under the life events category is a long-distance relationship.



▼ Life Events	
▶ Anniversary	
Away from family	<input type="checkbox"/>
Away from hometown	<input type="checkbox"/>
▶ Birthday	
▶ Friends of	
Long-distance relationship	<input type="checkbox"/>

**16,296,670** people  
**Demographics > Life Events > Long-distance relationship**  
**Description:** People who are in a long-distance relationship

As you can see, there are millions of people currently in long-distance relationships.


If you sell gifts with fast delivery, this can be a great market when combined with upcoming celebrations, anniversaries, or holidays.

Imagine realizing you forgot to send your partner something for Valentine's Day and you suddenly see an ad promising same-day delivery of flowers.


**Ode à la ROSE**  
 about 2 months ago
 

I received a gorgeous, simple, elegant bouquet of a dozen red roses today for Valentine's Day. I have no idea how my boyfriend found this florist, but I'm genuinely SO happy he did.


- Michelle, Ode à La Rose Customer ★★★★★



Get Fast Same Day Delivery.

Signature Gift Box

Shop Now



Shop Bouquets of Fresh Roses

Red, Pink, & White Roses Available

Shop Now

People in long-distance relationships spend more money on [travel, events, and restaurants](#) than other couples.

If your product or service falls into one of those categories, this is a worthwhile group to target with your Facebook Ads.

## 15. Target people who are currently away

Other life events that may be worth targeting are people who are currently either away from their family or away from their hometown.

Add demographics, interests or behaviors
 | Suggestions
 | [Browse](#)

▼ Life Events

► Anniversary

Away from family ☐

Away from hometown ☐

**232,316,007** people

Demographics > Life Events > Away from family

**Description:** People who are away from their family

Facebook can tell by location data whether someone is currently away.

This is similar to targeting those in a long-distance relationship.

People who are away from home spend more on food, whether it's through restaurants, hotels, recreation sites, vending machines, or schools and colleges.

It can also be used to target people who might be looking to change a career, or are homesick and wishing they could find a cheap travel option to visit.



## 16. Promote to new hires

Life events can always be triggers to shop and a new job is no exception.

You can target people who just started a new job under the life events section.

▼ Life Events	
▶ Anniversary	
Away from family	<input type="checkbox"/>
Away from hometown	<input type="checkbox"/>
▶ Birthday	
▶ Friends of	
Long-distance relationship	<input type="checkbox"/>
New job	<input type="checkbox"/>

**1,111,218** people

Demographics > Life Events > New job

**Description:** People who have updated their profile with a new job position in the last 6 months

A new job could mean a raise and therefore more disposable income.

It could also mean a new dress code and a need to buy new professional clothes.

It's important to dress for success, whether it's for an interview or a new job.





**X Suit**

about 5 months ago



This. Is. Your. New. Suit. Full 4-way stretch, wrinkle-proof, stain, water & odor proof, Italian tailoring, 12 pockets and 2 great styles (corporate & sport w/ removable hood).

What are you waiting for? Save \$120 for a limited time @ [igg.me/at/xsuit](https://igg.me/at/xsuit) & share with someone you know who needs this in their lives!



The First Suit You'll WANT to Wear

FREE Shipping to 40 Countries.

[INDIEGOGO.COM/XSUIT](https://indiegogo.com/xsuit)

This is also a good potential market if you offer [professional or personal improvement courses](#) and services.



Udemy  
last Tuesday



Designed for new managers or recently promoted managers who want to learn the basic skills of managing people, leading teams and improving work processes. You will get a management skills certification in leading people, teams & process improvement. Enroll today and join over 4,250 people already enrolled in this amazing course.

Here is more about what you will learn:

1. Motivate your employees and create high engagement and empowerment.... [See More](#)



**Management Skills: Essentials for The New Manager**

Enroll Today For A Special Discount

UDEMY.COM

## 17. Target buyer profiles


Similar to purchase types (#3 above), this is another way of targeting shoppers who are likely ready to buy.

Buyer profiles are found under the Behaviors section.


▼ Buyer profiles	
Coupon users	<input type="checkbox"/>
DIYers	<input type="checkbox"/>
Fashionistas	<input type="checkbox"/>
Foodies	<input type="checkbox"/>
Gadget enthusiast	<input type="checkbox"/>
Gamers	<input type="checkbox"/>
Green living	<input type="checkbox"/>
Homebody	<input type="checkbox"/>

These people are considered to be strongly aligned with the given profile based on their activities and characteristics.

Using this option can help you target people most likely to buy your type of product.




**Detroit Free Press**
about 2 months ago



Enter to Win a \$600 Ultimate Foodie Experience at the Detroit Free Press/Metro Detroit Chevy Dealers 2018 Restaurant of the Year!

**Detroit Free Press**  
METRO DETROIT CHEVY DEALERS  
**RESTAURANT OF THE YEAR**  

(2018)



**Enter Now to Win this Ultimate Prize!**

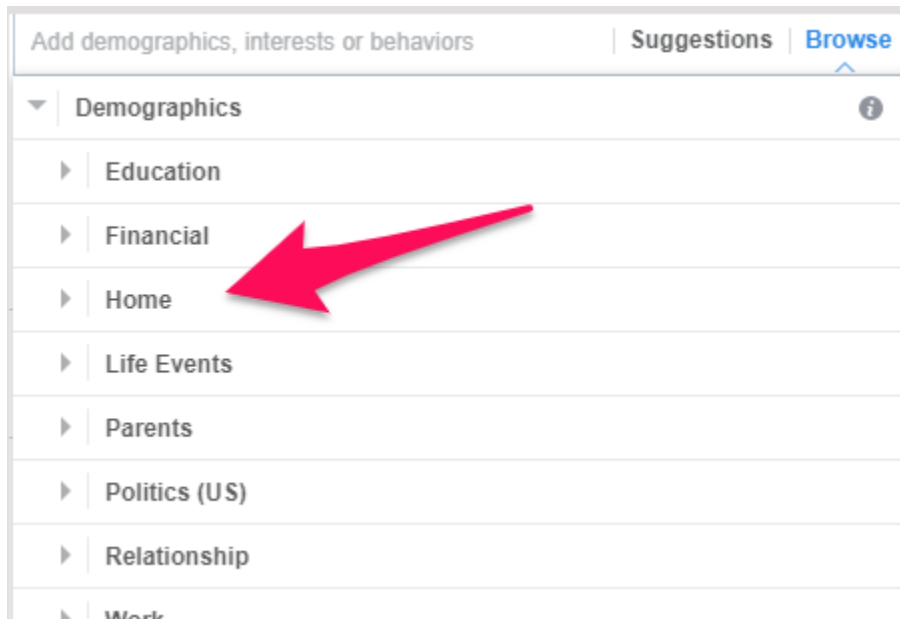
Win \$350 to Restaurant of the Year and \$250 to one of the 2018 Top 10 Restaurants!

CHEVYDETROIT.COM

If you're not sure what your ideal customer's buyer profile is, there are [tools that can help](#) you figure it out. A good place to start is Facebook's own free [Audience Insights tool](#).

## 18. Search for people in expensive homes

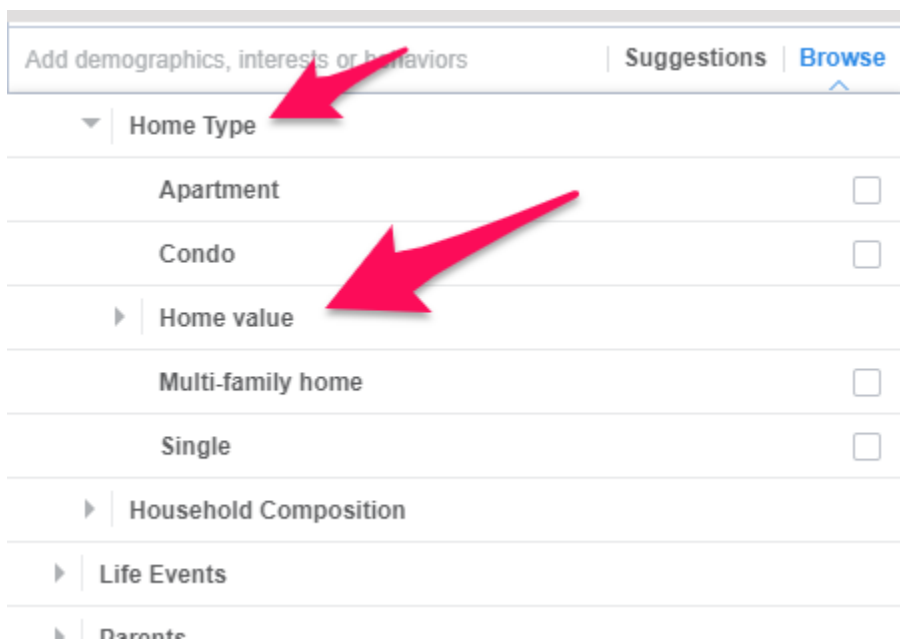
Under demographics, select Home.



A screenshot of the Facebook Audience Insights interface. At the top, there is a header bar with the text "Add demographics, interests or behaviors" and two tabs: "Suggestions" and "Browse". Below this is a dropdown menu labeled "Demographics" with a downward arrow and an information icon. The menu is expanded, showing a list of categories: Education, Financial, Home, Life Events, Parents, Politics (US), Relationship, and Work. A large red arrow points to the "Home" category.

Add demographics, interests or behaviors		Suggestions	Browse
▼	Demographics		
▶	Education		
▶	Financial		
▶	Home		
▶	Life Events		
▶	Parents		
▶	Politics (US)		
▶	Relationship		
▶	Work		

Then choose Home Type, followed by Home value.



A screenshot of the Facebook Audience Insights interface, showing the "Home Type" dropdown menu. The menu is expanded, showing a list of options: Apartment, Condo, Home value, Multi-family home, and Single. Each option has a checkbox to its right. A large red arrow points to the "Home value" option. Below this, the "Household Composition" and "Life Events" categories are visible.

Add demographics, interests or behaviors		Suggestions	Browse
▼	Home Type		
	Apartment		<input type="checkbox"/>
	Condo		<input type="checkbox"/>
▶	Home value		
	Multi-family home		<input type="checkbox"/>
	Single		<input type="checkbox"/>
▶	Household Composition		
▶	Life Events		
▶	Parents		

Now you can select from a range of home prices to target your ideal customer.

▼ Home value	
1. \$50,000 - \$99,999	<input type="checkbox"/>
2. \$100,000 - \$199,999	<input type="checkbox"/>
3. \$200,000 - \$299,999	<input type="checkbox"/>
4. \$300,000 - \$499,999	<input type="checkbox"/>
5. \$500,000 - \$699,999	<input type="checkbox"/>
6. \$700,000 - \$999,999	<input type="checkbox"/>
7. \$1,000,000 - \$1,999,999	<input checked="" type="checkbox"/>
8. Over \$2,000,000	<input type="checkbox"/>

**3,400,000** people

**Demographics** > Home > Home Type > Home value > 7. \$1,000,000 - \$1,999,999

**Description:** Households with people who live in a home valued between \$1M to \$2M

[Report this as inappropriate](#)

This can be a great alternative from targeting by income if you want to target people able to afford luxury or high-end products.

People may have no income if they are a stay-at-home parent or are retired.

But they could still have a significant amount of disposable income and be the decision maker when it comes to large purchases.



### New Left Hand Vehicles

about 2 years ago



Toyota and Lexus have made it fun to ride. 2016 Models are more luxurious and comfortable than ever. It is not dream now. Find the most spacious and luxurious SUVs LX 570 GX 460 and Land Cruiser.



Combining home cost with location can make this targeting even more specific because people in the most expensive homes generally choose to live in one of the United States' "[power markets](#)."

## 19. Target gamers

Gaming is a huge market, and there are multiple ways to target gamers with Facebook Ads.

The first option is found under Buyer profiles. Simply select Gamers.



▼ Buyer profiles		
Coupon users	<input type="checkbox"/>	<b>4,100,000</b> people <b>Behaviors</b> > Purchase behavior > Buyer profiles > Gamers <b>Description:</b> People whose activities strongly suggest they are video game players (gamers). <b>Source:</b> Partner Category based on information provided by Oracle Data Cloud. U.S consumer data on where consumers shop, how they shop, what products and brands they purchase, the publications
DIYers	<input type="checkbox"/>	
Fashionistas	<input type="checkbox"/>	
Foodies	<input type="checkbox"/>	
Gadget enthusiast	<input type="checkbox"/>	
Gamers	<input checked="" type="checkbox"/>	

A second option is under Digital activities. Here you can select Console, Canvas, or Facebook gamers.

▼ Digital activities		
▶ Operating System Used		<b>94,450,937</b> people <b>Behaviors</b> > Digital activities > Console gamers <b>Description:</b> People who have liked Pages related to console gaming or gaming systems
▶ Canvas Gaming		
Console gamers	<input checked="" type="checkbox"/>	<b>94,450,937</b> people <b>Behaviors</b> > Digital activities > Console gamers <b>Description:</b> People who have liked Pages related to console gaming or gaming systems <a href="#">Report this as inappropriate</a>
Facebook Page admins	<input type="checkbox"/>	
Facebook Payments users (30 days)	<input type="checkbox"/>	
Facebook Payments users (90 days)	<input checked="" type="checkbox"/>	
Facebook Payments users (higher than average spend)	<input type="checkbox"/>	

There's also a third option, which you can find under the interests section.

Beneath the Consumer electronics drop-down, you can select Game consoles as an interest.

set to allow interest expansion

Consumer electronics	
Audio equipment	<input type="checkbox"/>
Camcorders	<input type="checkbox"/>
Cameras	<input type="checkbox"/>
E-book readers	<input type="checkbox"/>
GPS devices	<input type="checkbox"/>
Game consoles	<input checked="" type="checkbox"/>
Mobile phones	<input type="checkbox"/>



**192,636,270** people

**Interests** > Technology > Consumer electronics > Game consoles


**Description:** People who have expressed an interest in or like pages related to *Game consoles*

[Report this as inappropriate](#)

You can target one of these or all three to see [which performs better](#).

 **Tech Crowdfunding Projects**  
about a month ago 

Ex-Logitech designer merges 2 joysticks into 1 mouse to create the ultimate gaming experience.



Made By Gamers, For Gamers - Elevate Your Game Play With This Mouse  
Check it out »  
[KICKSTARTER.COM/GAMING-HARDWARE](http://KICKSTARTER.COM/GAMING-HARDWARE)

Combine this target with age to get the best sales results.

Gamers under 35 are much more likely to [pay to download a game](#).

Older gamers are much less likely to pay to download games than younger ones. More than 70 percent of people over 60 will not pay to download them, but only 31.6 percent of those age 18-35 will not pay.

Age	Never	2-3 times each year	Once a month	Once a week	Daily
18-25	34.6%	35.5%	19.1%	7.4%	3.4%
26-35	28.6%	35.4%	24.0%	8.7%	3.3%
36-45	42.2%	30.9%	17.9%	6.0%	2.9%
46-60	56.6%	28.0%	10.8%	3.9%	0.7%
Over 60	70.4%	24.4%	4.4%	0.4%	0.4%
All	44.7%	31.2%	16.2%	5.7%	2.2%

Figure 12: How often do you pay to download games?

## 20. Focus on a good cause

Are you a non-profit organization?

Maybe you're partnered with one or your business supports one.

If you have [any affiliation with a charity](#), focusing on people who support it can be a smart advertising tactic.

**Skydive London**  
about a month ago



Choose a charity - Raise £300 - and your jump is included!



Skydive for Charity!

SKYDIVE.LONDON.CO.UK

3 out of 5 Americans expect businesses to lead the way in improving society and the environment.

This means that 60% of people are very conscious of the brands and businesses they buy from.

Target people who are interested in the same causes that you support.

You can find people who donate to or support charitable causes under the Behaviors section.

▼ Charitable donations	
All charitable donations	<input type="checkbox"/>
Animal welfare	<input type="checkbox"/>
Arts and cultural	<input type="checkbox"/>
Cancer Causes	<input checked="" type="checkbox"/>
Children's Causes	<input type="checkbox"/>
Environmental and wildlife	<input type="checkbox"/>
Health	<input type="checkbox"/>

**660,000** people

Behaviors > Charitable donations  
> Cancer Causes

**Description:** People who have an interest in making donations to cancer causes

**Source:** Partner Category based on information provided by Epsilon: This Market Trend model is based on the Shopper's Voice survey question: Do members of your household support environmental

## 21. Target mobile phones

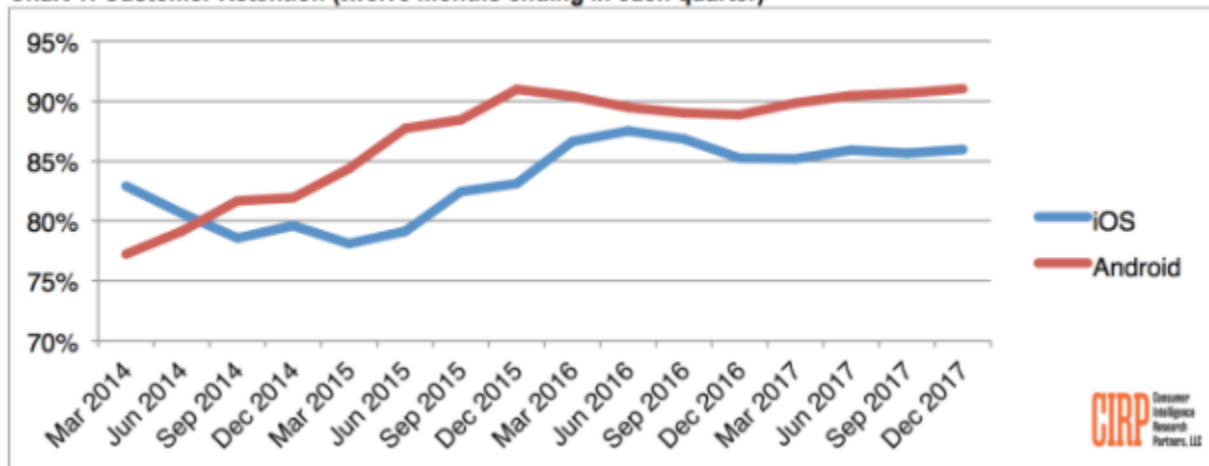
Under Behaviors, you can choose to target people based on which device they use to log into Facebook.

▼ Mobile Device User	
▶ All Mobile Devices by Brand	
▶ All Mobile Devices by Operating System	
Android: 360 degree media not supported	<input type="checkbox"/>
Android: 360 degree media supported	<input type="checkbox"/>
Facebook access (mobile): all mobile devices	<input type="checkbox"/>
Facebook access (mobile): feature phones	<input type="checkbox"/>
Facebook access (mobile): smartphones and tablets	<input type="checkbox"/>
Facebook access (mobile): tablets	<input type="checkbox"/>

If your product or service is related to cell phones or tablets, particularly if it's only supported on either Android or Apple, then this is a good way to narrow your audience.

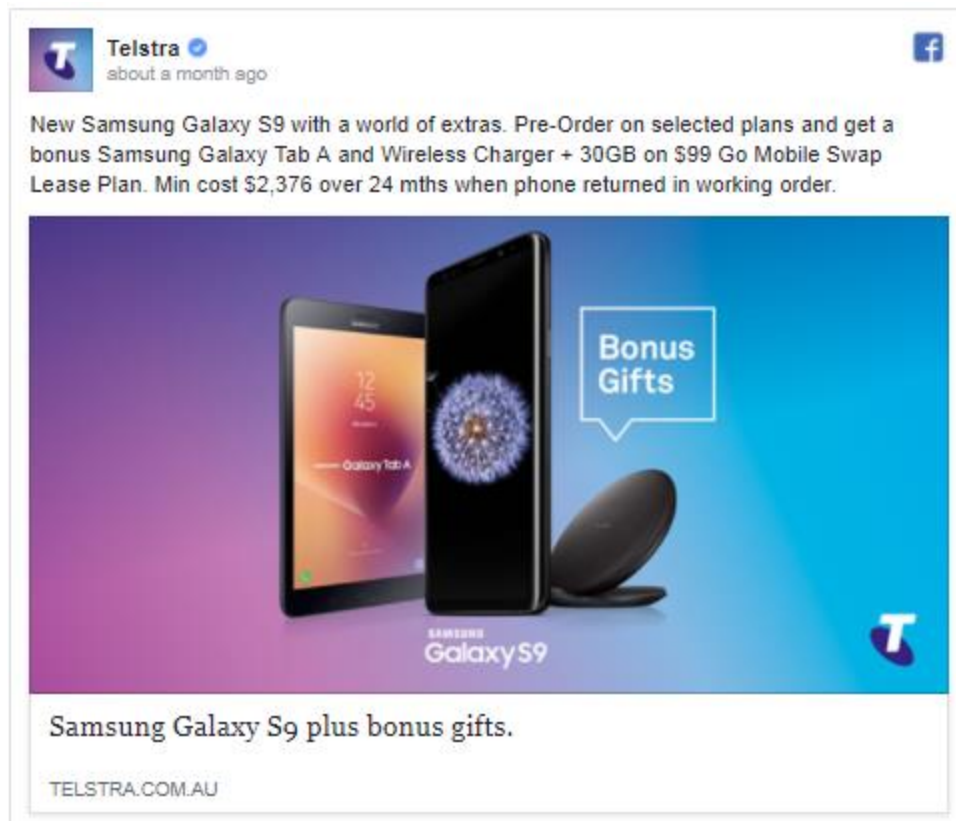
People are very loyal to their phone brands and operating systems.

**Chart 1: Customer Retention (twelve months ending in each quarter)**



Over 90% of Android users are unlikely to switch to an iOS system.

This means if you're selling an Android-related product, you should immediately exclude iOS users from your targeting.



It also tells you that people will most likely be viewing your ad on mobile, so make sure it's mobile-friendly.

## Conclusion

Facebook Ads can work extremely well for your business.

You can even build a six-figure business in 90 days using them.

If you don't see the results from your ads, start narrowing down your target audience with the options I walked you through today.

There are a ton of combinations you can choose from to perfectly define your target market.

Don't worry about going too narrow. Your market and ad need to be specific and perfectly-matched if you want to see results.



Remember, there are billions of people on Facebook. You can narrow down your focus to only a tiny portion of them and still be raking in the profits.

Facebook Ads are very effective when done right. As long as you understand your ideal target market, and use these methods to reach them, you will see the ROI for your ads improve in no time.

*Which targeting choices have given you the best return on investment so far?*