

REACHING THE
RIGHT PEOPLE
WITH
FACEBOOK ADS

pronto
marketing

1. Know your target.

Who are your buyers?

- Know the demographics: age, gender, location, and income level
- What are their interests? What are their favorite TV shows, books, blogs, clothing brands, etc?
- Get clear on industry verticals and company size: eg. > 5M in revenue
- Who are the decision makers?
- Who are secondary decision makers?

Tip: create 2 - 3 buyer personas with a name and photo of your target audience.

Example: Executive Elaine lives in Chicago, makes over \$100k and follows Dave Ramsey's financial advice or tunes into CNN Money.

2. Create your audience.

Facebook's Audience Manager tool is where you'll create and manage your target audiences when you're creating an ad.

Facebook offers three primary audience types:

1. Saved audience
2. Custom audience
3. Lookalike audience

Saved Audiences

Target based on:

- Demographics
- Interests
- Locations

Custom Audiences

Target based on:

- Past website visitors
- People that have engaged with your content or app

Because they have shown interest in your brand already, they can be your most valuable audience.

Lookalike Audiences

- Start by creating a custom audience (e.g. that looks like your customer database)
- Pick a location where you want to target a similar set of people (your lookalike audience)
- The more specific your audience the higher chance you have of getting leads

Tips:

- *As you're creating audiences, with a goal to capture leads, it's important to make sure that your audiences are not broad.*
- *Broad audiences are best for large-scale brand awareness but won't be as effective for lead-generation.*
- *Always keep your buyer personas in mind when creating your audiences and launching your campaigns.*

** Try to keep your audience size to 1 million or less.
An audience size of 2 - 3 million could be too broad.**

Resources

Find out more about Facebook Advertising Management:

<https://app.prontomarketing.com/services/154/details/>

Create a buyer persona:

<https://www.prontomarketing.com/pfe-buyer-persona-template-lp-a/>