

Module 1: TARGETING

6 WAYS TO TARGET YOUR CUSTOMERS

TONS OF
CHOICES
&
COMBOS

The screenshot shows the Facebook targeting interface with the following sections:

- Location:** Country (United States), Region (All of United States), City (All of United States).
- Demographics:** Age (18-24, 25-34, 35-44, 45-54, 55-64, 65+), Gender (All, Men, Women).
- Interests & Hobbies:** Search or interest.
- Connections and Friends:** Target users who are connected to, Target users who are not connected to, Target users who are not already connected to, Target users who are already connected to.
- Advanced Demographics:** Ethnicity (Target people on their homepage), Marital Status (All, Married, Divorced), Relationship (All, Single, In a Relationship, Widowed), Language (Enter language).
- Education & Work:** Education (All, College Grad, In College, High School), Workplaces (Enter a company, organization or other workplace), Max Advanced Targeting Options.

Summary statistics: 130,594,840 people, 100% of targeted users, 100% of targeted users.

1. LOCATION

Location

Country: [?]

Everywhere
 By State/Province [?]
 By City [?]

2. DEMOGRAPHICS

Demographics

Age: [?] - Require exact age match [?]

Sex: [?] All Men Women

Targeting By Age

Advertise on Facebook
Get started in three easy steps.


1. Design Your Ad Design Your Ad FAQ

Destination URL: Example: <http://www.yourwebsite.com/>

Title: 8 characters left.

Body Text: 8 characters left.
Thanks to Mebabolic Reprogramming, it is possible to get strong, ripped abs even if you're 40. Reprogram your metabolism today!

Image (optional):

Ripped Abs at 40?

Thanks to Mebabolic Reprogramming, it is possible to get strong, ripped abs even if you're 40. Reprogram your metabolism today!
Like Ryan Deiss likes this.

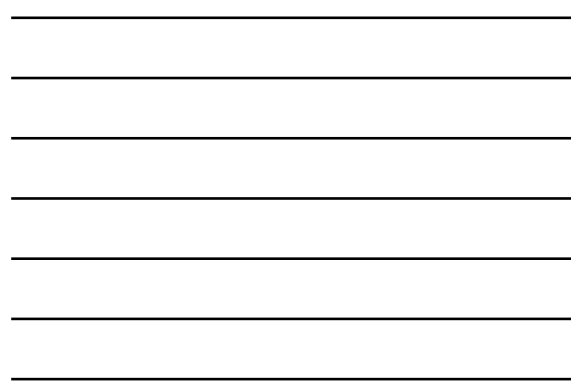
Facebook Ads
Advertise your own web page or something on Facebook like a Page, Event, or Application.

Ad Format
Your ad will automatically be optimized to fit the format of the page where it is delivered. When your image is displayed, it will be up to 1:1 (600 px).
[More info](#)

Approval Process
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing: [Suggested Best Practices](#) [Common Reasons for Rejection](#)

3. LIKES AND INTERESTS

- Facebook targets keywords based on interests, activities, and favorite books, TV shows, movies, or job titles that users list in their Facebook profiles



Targeting By Likes and Interests

Advertise on Facebook
Get started in three easy steps.

1. Design Your Ad

Destination URL. Example: <http://www.yourwebsite.com/>

Title. 3 characters left.
Ripped Like Fight Club?

Body Text. 10 characters left.
Thanks to metabolism reprogramming, it may be possible to get strong, ripped abs like Brad Pitt in Fight Club. Find out more!

Image (optional). Remove uploaded image.

Design Your Ad FAQ

Facebook Ads
Advertise your own web page or something on Facebook like a Page, Event, or Application.

Ad Format
Your ad will automatically be optimized to fit the format of the page where it is delivered. When your image is displayed, it will be up to 110x80 px.
[More info.](#)

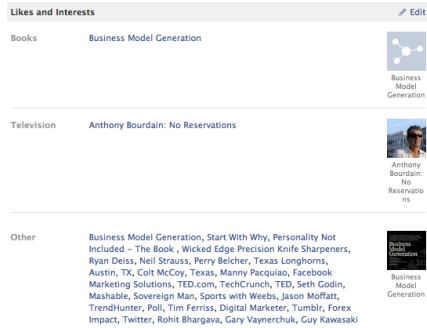
Approval Process
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing: Suggested Best Practices Common Reasons for Rejection



Why I LOOOOOOVE The “Like” Button...

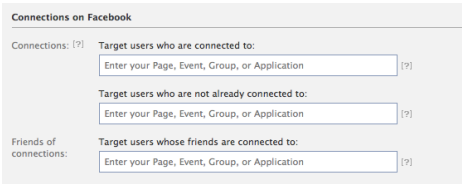


Facebook now updates your profile for you!



4. CONNECTIONS

- Can't use unless you have a Page, Event, Group or Application
- Primarily used to narrow your search criteria, or...
- To have a campaign that specifically targets your fans, users and attendees.



5. ADVANCED DEMOGRAPHICS

Advanced Demographics

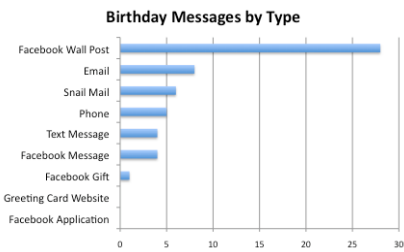
Birthday: Target people on their birthdays

Interested in: All Men Women

Relationship: All Single Engaged
 In a Relationship Married

Languages:

BIRTHDAY TARGETING



Over 1,000,000 Facebook Users Had a Birthday TODAY!

6. EDUCATION AND WORK

Education & Work

Education: All College Grad
 In College
 In High School

Workplaces:

Targeting Rule of Thumb #1:
Keep Your Campaigns TIGHTLY Grouped...

Targeting Rule of Thumb #2:
If CTR is below 0.1%,
tighten your targeting.

Let's Do Some Targeting...

Facebook Advertising Cheat Sheet

SECTION 01: TARGETING

STEP 1: Brainstorming

1. Is your product/service tied to a specific geographic region?
 NO (Skip to Question 2)
 YES (List Locations Below)

2. Identify your target audience (demographics). Use Facebook.com to verify your assumptions!

Custom Audience #1 (Identify): _____
 Age Range: _____
 Sex (male/female): M / F Both
 Custom Audience #2 (Identify): _____
 Age Range: _____
 Sex (male/female): M / F Both

3. What words (i.e., "keywords") would you use to describe your market?

First off, make sure you have the “Facebook Ad Cheat Sheet” in front of you...

Step #1: LOCATION TARGETING

1. Is your product/service tied to a specific geographic region?

NO (Skip to Question 2)

YES (List Locations Below)

Step #2: AVATAR CREATION

2. Describe your typical customer/client. (TIP: Use Quantcast.com to verify your assumptions.)

Customer Avatar #1 (describe): _____

Age Range:

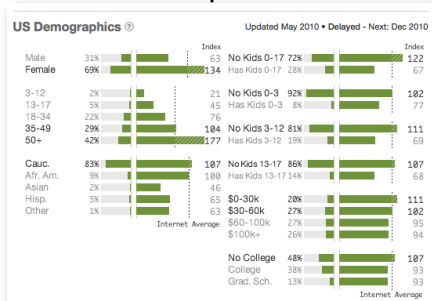
Sex (circle one): M F Both

Customer Avatar #2 (describe): _____

Age Range:

Sex (circle one): M F Both

Use Quantcast.com to verify assumptions...



Step #3: "KEYWORD" BRAINSTORMING

BRAINSTORMING KEYWORD GROUPS:

- Top 10 most-common search phrases
- Popular Media (Books/Blogs/Forums/Magazines)
- Niche Celebrities (Authors/Speakers/Gurus)
- Direct Competitors
- Indirect Competitors (Related Vendors and Services)

3. What words (i.e. "keywords") would you use to describe your market?

Forex trading, forex signal service, forex news, currency trading,

lose weight, increase metabolism, best diet, etc.

4. Popular Media (Books/Blogs/Forums/Magazines)

Currency trader, futures magazine, forex factory, master the trade

4 hour body, the biggest loser, body for life, men's health

5. Niche Celebrities (Authors/Speakers/Gurus)

Steve Nisson, Jim Kramer, Jason fielder, john carter

Tim Ferriss, Bill Phillips, julian michaels

6. Direct Competitors

Fap turbo, profits run, forex made easy, 4x made easy

Truth about abs, the diet solution, every other day diet

7. Indirect Competitors (Related Vendors and Services)

Fxstreet.com, gains capital, fxcn

GNS, golds gym, lifetime fitness

8. List your Top 10 "Likes and Interests" from #3 - #7:

1) _____ 6) _____

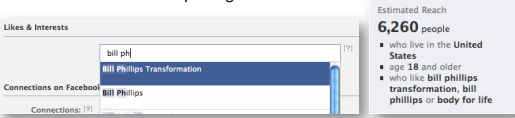
2) _____ 7) _____

3) _____ 8) _____

4) _____ 9) _____

5) _____ 10) _____

IMPORTANT: Check to make sure each "keyword group" is valid before placing it on this list



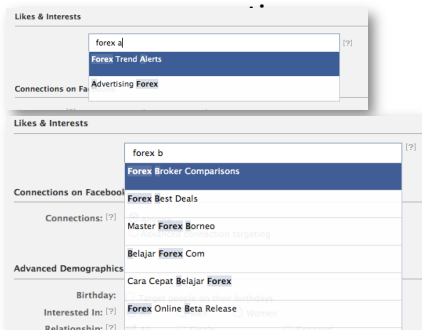
The screenshot shows a Facebook search for 'bill ph'. The top result is 'Bill Phillips Transformation' with 191 connections. To the right, an 'Estimated Reach' box shows 6,260 people, with filters for 'who live in the United States', 'age 18 and older', and 'who like bill phillips transformation, bill phillips or body for life'.

Step #4: Expand “Likes and Interests”

Part 1: Note any recommendations that Facebook gives you...



Part 2: Use the “A – Z Trick” to further expand Facebook’s



Step #5: Group Your Likes and Interests

13. Create GROUPS of "Likes and Interests" by matching any related SECONDARY "Likes and Interests" discovered in #11 and #12 with the PRIMARY "Likes and Interests" from #8:

PRIMARY L&I #1: _____

SECONDARY L&Is: _____

PRIMARY L&I #2: _____

SECONDARY L&Is: _____

PRIMARY L&I #3: _____

SECONDARY L&Is: _____

IMPORTANT:
If you plan to create a
custom ad for a given
keyword, then it's a
PRIMARY word.
