

Targeting Your Facebook Ads Worksheet

Ads that are too general don't get much traction on Facebook. What you really need is an ideal customer avatar so you know exactly who you're targeting with each advertisement. The options below will help you design your ideal customer so your ads will get better results:

Demographics

Gender:

Age:

Location:

Education Level:

Income:

Net Worth:

Generation:

Home Ownership:

Household Composition:

Life Events

Birthday:

New Job:

New Relationship:

Anniversary:

Recently Moved:

Work

Employers:

Job Title:

Office Type:

Behaviors

Charitable Donations:

Digital Activities:

Media:

Mobile Device User:

Travel: