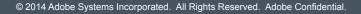
## What is it you want to tell the world?

□ Why was the company set up in the first place?

□ What value does your company have to offer?

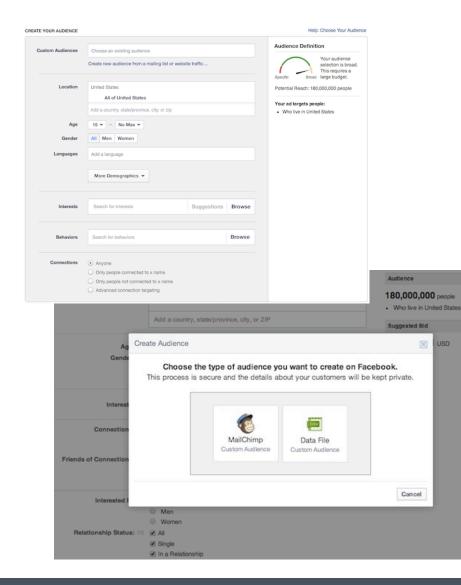
□ How are you different from your competitors?



# Who is your audience and what do they expect from you?

- □ Who are you talking to online?
- □ What do they want from you?
- How can you tailor your communications to your specific audience?

#### Getting the Right Audience



### Facebook Targeting and Custom Audiences

- Use your own contact list to reach customers with targeted ads on Facebook.
- Retarget website visitors
- Reach mobile app users on desktop (and vice versa)
- Retarget Facebook users based on search history

## How do you to talk to your customers?

- □ How formal do you want to be?
- Do you want to be technical?
- □ Will you use colloquialisms and slang?

□ How do your customers already talk to you?