

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

CREATE YOUR AUDIENCE

Help: Choose Your Audience

Custom Audiences

Choose an existing audience

Create new audience from a mailing list or website traffic...

Location

United States

All of United States

Add a country, state/province, city, or zip

Age

15 - No Max

Gender

All Men Women

Languages

Add a language

More Demographics

Interests

Search for interests Suggestions Browse

Behaviors

Search for behaviors Browse

Connections

Anyone

Only people connected to x name

Only people not connected to x name

Advanced connection targeting

Audience Definition

Your audience selection is broad. This requires a large budget.

Specific Broad

Potential Reach: 180,000,000 people

Your ad targets people:

- Who live in United States

Create Audience

Choose the type of audience you want to create on Facebook. This process is secure and the details about your customers will be kept private.

MailChimp Custom Audience

Data File Custom Audience

Cancel

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?