**Social Ads Audience Targeting**

Let's work on finding a Target Audience to position your product/service too

*\*Every Industry is different and the level of targeting can vary (ie more generic or broad industries may be easier targeting options or have more targetable attributes.*

*Some Attributes may have options for targeting for certain industries while they may not be available for another.)*

*\*\* The more information we have, the better as this will allow us to make use of different targeting variations if options are available.*

| **What is the desired action of your target audience?**   * *Buying your product or service* * *Donating to your organization* * *Volunteer for an event* * *Advocate by spreading the word and educating others* | BUYING MY PROGRAM - also spreading the world/educating |
| --- | --- |
| **Target Demographics**  *Figure out not only who has a need for your product or service, but also who is most likely to take action (buy, donate, volunteer).*   * *Age Group* * *Gender (M, F, both)* * *Location (local, regional, national &/or urban, suburban, rural)* * *Marital/Family Status* | * *Age Group: 22-42* * *Gender Female* * *Location: First world countries - urban lifestyle* * *Marital/Family Status:*   *Married/ Engaged/ In relationship*  *(NOT likely to be single)* |
| **Target Attributes**   * *Personality types* * *Attitudes* * *Values* * *Behaviors*   **Lifestyle**   * What kind of life does the individual have   + Profession or Job titles   + Education or fields of study   + Income   + Any Other Identifiers? | A-type, entrepreneurial, fast paced, go-getter, family oriented, family values, use to travel, city-dweller, higher net worth, likes nice things, had a great career before kids (doesn’t want to lose that), has lots of girlfriends, but her family lives away. University or College educated. Is a millennial mom. Is use to beating to her own drum. Spends money on fashion and travel. May still be a renter. Spends money on experiences. |
| **What are some common interests the demographics have that we can target?**   * Podcasts they may listen to * TV shows they may watch * What books do they read * Magazine they may read * websites they may visit * Pages may have liked * Any other things they may be interested in? | Interests:  TV Shows - Handmaids Tale, Big Little Lies, Greys Anatomy, Sex in the City (old)  Podcasts: Oprah's SuperSoul Conversations, Stuff Mom Never Told You - I don't know many - I just googled  Books: #girlboss, you are a badass, fifty shades,  Magazines: Elle, Vogue, Women’s Health, Parents Digest  Websites: Google, Mama Natural, <https://newparent.com/mom/10-best-parenting-websites/> these are all favorites  Pages: see screenshot below  Other Interests: Working out, Fitness, Travel, Yoga, Wine, Experiences, Shopping, Fashion, Cooking, Dining Out |