**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 googledBooks: #girlboss, you are a badass, fifty shades, Magazines: Elle, Vogue, Women’s Health, Parents DigestWebsites: Google, Mama Natural, <https://newparent.com/mom/10-best-parenting-websites/> these are all favoritesPages: see screenshot belowOther Interests: Working out, Fitness, Travel, Yoga, Wine, Experiences, Shopping, Fashion, Cooking, Dining Out |