

# Targeting

## Lesson Notes

Getting your **targeting** right will make the difference between an ad campaign that generates a ton of sales and new customers... and one that fizzles out and costs you money.

This is where all of your audience research and decisions about campaign objectives come together to reach the right people at the right time. And to make targeting work, you have to **aim at the correct audience**.

### What Are Audiences?

Simply put, audiences are **groups of people you're showing your ads to**, narrowed down by psychographics, demographics, and any other criteria you narrowed down in the research phase.

Audience targeting helps you show your ads to the people you care about helping. There are two general approaches to targeting you can take, each of which depends on what you're trying to accomplish and the budget you have available.

#### Specific Targeting

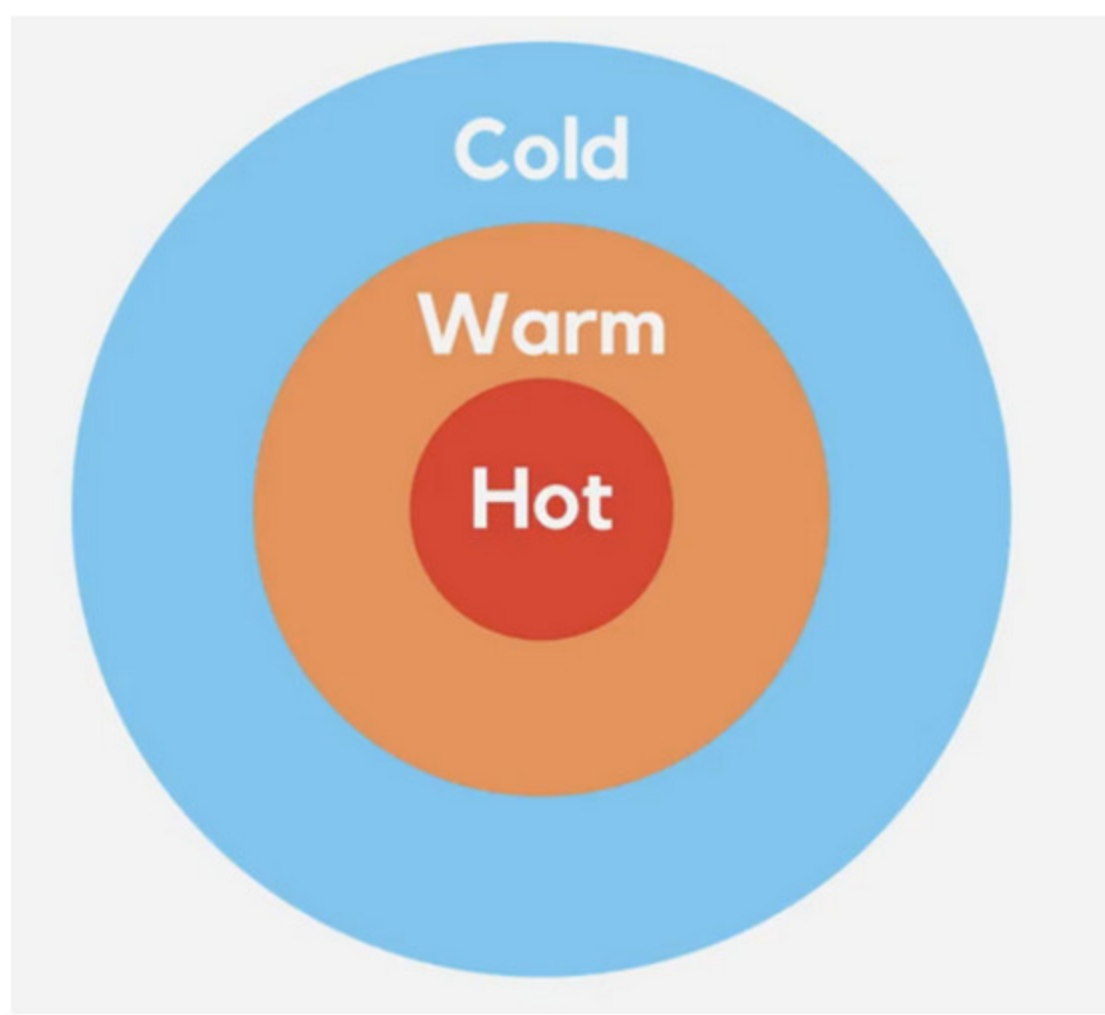
A targeting option available in the "Audience" portions of your ad set creation that allows you to refine the group of people Facebook shows your ads to. You can narrow this down with additional demographics, interests, and behaviors on Facebook.

#### Broad Targeting

A targeting option that relies on Facebook's delivery system to find the best people to show your ad to. This approach can potentially lead to customers you never would have discovered with specific targeting. It's also a good approach if you're launching something new and aren't sure who to target.

Specific targeting is usually cheaper and almost always the best option to go with if you're just starting out with Facebook Ads. Broad targeting is a good option if you have an established business with a strong Facebook Pixel.

### 3 Types of Traffic/>



The type of traffic you're trying to get will determine how you structure your campaigns. The three types of traffic include **cold audiences, warm audiences, and hot audiences**.

#### Cold Audiences

These people have never seen or engaged with your brand or company content. This is where all new businesses start. It's best to target them based on **interests, demographics, and online behaviors**. Reach them **awareness-level ads** and also with lead generation and low-ticket offer funnels.

#### Warm Audiences

These people have seen and engaged with your content, but **they have not converted** to paying customers yet. This is the audience that's liking, sharing, and commenting on your Facebook page.

The goal is to get their contact information so you can target them more aggressively with specific, helpful content that addresses their problems and shows *you* are the business to buy from. Reach them with lots of **consideration-level ads** (video views, app installs, engagement, etc.)

#### Hot Audiences

This audience is full of **your paying customers**. They've bought your products, signed up for your services, and trust you at a very high level as a result.

These people provide the backbone of your campaign building. They are best targeted with **conversion-level ads** because they've already bought and will want to buy more.

## Facebook Ad Sets Checklist

- ➔ Give Your Ad Set a Name

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- ➔ Set the Conversion Event Location

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- ➔ (Optional) Choose Your Pixel

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- ➔ Establish Your Conversion Event

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- ➔ Choose Budget Duration (Daily Or Weekly)

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- ➔ Set Your Budget

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- ➔ Schedule Your Dates to Run the Ad Sets

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- ➔ (Optional) Choose Specific Times to Run Ads

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- ➔ Set Your Audience
  - Choose Age, Location & Gender
  - Set Detailed Targeting
    - Interests
    - Behaviors
    - Affiliations

- ➔ Launch the Ad

