

Facebook Targeting Options

Facebook targeting options are incredibly insightful with literally thousands of options to find the right audience. Don't be overwhelmed though, this worksheet will help you jot down some ideas on how to find the right audience and potentially what their interests are.

We recommend starting broadly and then gradually finding out more about your audience. Don't be afraid to create more than one audience, in fact we encourage it!

As always, test, learn and test again so you not only get great results but save you money along the way.

Jot some notes down here then test your audiences using the Audience Insights tool at https://www.facebook.com/ads/audience_insights

Demographics

Using the demographics section is about as basic as it gets, but it's the build block for the rest of your audience

Age Range:

Location (Country, State, City):

Radius to that location (if city/town):

Gender:

Interests

Interests is where you can let your imagination run wild. The below categories are guides only and group pages in to these topics. You can also target by a particular page (eg competitors) BUT not all pages are available. Pages need to have a pretty significant following. I've found that pages that generally have 5,000+ likes are more likely to show but you can only search and test to find out. If it doesn't appear, are there other interests/pages that would have similar fans?

Business and Industry:

<ul style="list-style-type: none">• Advertising• Agriculture• Architecture• Aviation• Banking<ul style="list-style-type: none">- Investment Banking- Online Banking- Retail Banking• Business• Construction• Design<ul style="list-style-type: none">- Fashion Design- Graphic Design- Interior Design• Economics• Engineering	<ul style="list-style-type: none">• Entrepreneurship• Health Care• Higher Education Management• Nursing• Online<ul style="list-style-type: none">- Digital Marketing- Display Advertising- Email Marketing- Online Advertising- Search Engine Optimisation- Social Media- Social Media Marketing- Web Design- Web Development- Web Hosting	<ul style="list-style-type: none">• Personal Finance<ul style="list-style-type: none">- Credit Cards- Insurance- Investment- Mortgage Loans• Real Estate• Retail• Sales• Science• Small Business
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Entertainment:

<ul style="list-style-type: none"> • Games <ul style="list-style-type: none"> - action games - board games - browser games - card games - casino games - first person shooting - gambling - massively multiple - online games - online poker - puzzle video games - racing games - role playing games - shooter games - simulation games - sports games - strategy games - video games - word games • Live Events <ul style="list-style-type: none"> - Ballet - Bars - concerts - Dancehalls - Music Festivals - Nightclubs - parties - plays - theatre 	<ul style="list-style-type: none"> • Movies <ul style="list-style-type: none"> - Action movies - Animated Movies - Anime Movies - Bollywood Movies - Comedy Movies - Documentary Movies - Drama Movies - Fantasy Movies - Horror Movies - Musical theatre - Science Fiction Movie - Thriller Movies • Music <ul style="list-style-type: none"> - Blues Music - Classical Music - Country Music - Dance Music - Electronic Music - Gospel Music - Heavy Metal Music - Hip hop Music - Jazz Music - Music videos - pop music - rhythm and blues music - rock music - soul music 	<ul style="list-style-type: none"> • Reading <ul style="list-style-type: none"> - Books - Comics - E-Books - Fiction Books - Literature - Magazine - mystery Fiction - Newspapers - Non-fiction Books - romance Novels • TV <ul style="list-style-type: none"> - TV comedies - TV game shows - TV reality Shows - TV talk shows
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Family and Relationships:

<ul style="list-style-type: none"> • Dating • Family • Fatherhood 	<ul style="list-style-type: none"> • Friendship • Marriage • Motherhood 	<ul style="list-style-type: none"> • Parenting • Weddings
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Food & Drink:

<ul style="list-style-type: none"> • Alcoholic Beverages • Beverages 	<ul style="list-style-type: none"> • Cooking • Cuisine 	<ul style="list-style-type: none"> • Food • Restaurants
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Fitness and Wellness:

<ul style="list-style-type: none"> • Body Building • Dieting • Gyms • Meditation 	<ul style="list-style-type: none"> • Nutrition • Physical exercise • Physical Fitness • Running 	<ul style="list-style-type: none"> • Weight training • Yoga • Zumba
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Hobbies & Activities:

<ul style="list-style-type: none"> • Arts and Music <ul style="list-style-type: none"> - Acting - Crafts - Dance - Drawing - Drums - Fine Art - Guitar - Painting - Performing Arts - Photography - Sculpture - Singing - Writing - Current Events • Home and Garden <ul style="list-style-type: none"> - Do it yourself (DIY) - Furniture - Gardening - Home Appliances - Home Improvement 	<ul style="list-style-type: none"> • Pets <ul style="list-style-type: none"> - Birds - Cats - Dog - Fish - Horses - Pet Food - Rabbits - Reptiles • Politics and Social Issues <ul style="list-style-type: none"> - Charity and Causes - Community Issues - Environmentalism - Law - Military - Politics - Religion - Sustainability - Veterans - Volunteering 	<ul style="list-style-type: none"> • Travel <ul style="list-style-type: none"> - Adventure travel - Air Travel - Beaches - Car Rentals - Cruises - Ecotourism - Hotels - Lakes - Mountains - Nature - Theme Parks - Tourism - Vacations • Vehicles <ul style="list-style-type: none"> - Automobiles - Boats - Electric vehicle - Hybrids - Minivans - Motorcycles - RV's - SUV's - Scooters - Trucks
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Shopping & Fashion:

<ul style="list-style-type: none"> • Beauty <ul style="list-style-type: none"> - Beauty salons - Cosmetics - Fragrances - Hair products - Spas - Tattoos 	<ul style="list-style-type: none"> • Clothing <ul style="list-style-type: none"> - Children clothing - Men's clothing - Shoes - Women's clothing • Fashion Accessories <ul style="list-style-type: none"> - Dresses - Handbags - Jewellery - Sunglasses 	<ul style="list-style-type: none"> • Shopping <ul style="list-style-type: none"> - Boutiques - Coupons - Discount Store - Luxury goods - Online Shopping - Shopping malls
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Sports & Outdoors:

<ul style="list-style-type: none"> • Outdoor recreation <ul style="list-style-type: none"> - Boating - Camping - Fishing - Hiking - Horseback riding - Hunting - Mountain Biking - Surfing 	<ul style="list-style-type: none"> • Sports <ul style="list-style-type: none"> - American football - Association football - Auto racing - Baseball - Basketball - College football - Golf 	<ul style="list-style-type: none"> • Sports (cont'd) <ul style="list-style-type: none"> - Marathons - Skiing - Snowboarding - Swimming - Tennis - Triathlons - Volleyball
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Technology:

<ul style="list-style-type: none">• Computers<ul style="list-style-type: none">- Computer memory- Computer monitors- Computer processor- Computer server- Desktop computers- Free software- Hard Drives- Network storage- Software- Tablet computers	<ul style="list-style-type: none">• Consumer Electronics<ul style="list-style-type: none">- Audio Equipment- Camcorders- Cameras- E-book readers- GPS devices- Game consoles- Mobile phones- Portable media players- Projectors- Smartphones- Televisions	
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Connections

These are simply connections to your existing page, app or location that you have administrator rights over. They let you eliminate or include those fans in your ads.

Connected to:

Not connected to:

Advanced

This is where you can narrow your ads right down to ensure they're being delivered to the right people at the right time. Often overlooked, we encourage you to use the options with a combination of other interests and demographics.

Behaviours:

<p>Digital Activities</p> <ul style="list-style-type: none"> • Operating System Used <ul style="list-style-type: none"> - Primary OS Windows 10 • Canvas gaming <ul style="list-style-type: none"> - Average Engagement - Plays 0 out of 7 days - Plays 1 out of 7 days - Plays 2 out of 7 days - Plays 3 out of 7 days - Plays 4 out of 7 days - Plays 5 out of 7 days - Plays 6 out of 7 days - Plays 7 out of 7 days - Played game in last 14 days - Played game in last 3 days - Played game in last 7 days - Played game yesterday • Console Gamers • Event Creators • FB Payments (all) • FB Payments (higher than average spend) • FB Payments (recent) • FB Page Admins • Operating System Used <ul style="list-style-type: none"> - Primary OS Mac OS X - Primary OS Windows 7 - Primary OS Windows 8 - Primary OS Windows Vista - Primary OS Windows XP • Photo uploaders • Primary email domain <ul style="list-style-type: none"> - AOL Email Addresses - Apple Email Addresses - Gmail Users - Hotmail Email Addresses - MSN.com Email Addresses - Yahoo Email Addresses • Small Business Owners • Technology early adopters • Technology late adopters • Unity plug in 	<p>Expats</p> <ul style="list-style-type: none"> • Expats (all) • Expats (argentina) • Expats (Australia) • Expats (Bangladesh) • Expats (Brazil) • Expats (cameroon) • Expats (Canada) • Expats (Chile) • Expats (China) • Expats (columbia) • Expats (Egypt) • Expats (Ethiopia) • Expats (France) • Expats (Germany) • Expats (Greece) • Expats (Hongkong) • Expats (Hungary) • Expats (India) • Expats (Indonesia) • Expats (Ireland) • Expats (Israel) • Expats (Italy) • Expats (Japan) • Expats (Kenya) • Expats (Malaysia) • Expats (Mexico) • Expats (Morocco) • Expats (Nepal) • Expats (New Zealand) • Expats (Nigeria) • Expats (Pakistan) • Expats (Peru) • Expats (Philippines) • Expats (Poland) • Expats (Portugal) • Expats (puerto Rico) • Expats (Romania) • Expats (Russia) • Expats (Saudi Arabia) • Expats (Senegal) • Expats (Serbia) • Expats (Singapore) • Expats (South Africa) • Expats (South Korea) • Expats (Spain) • Expats (Switzerland) • Expats (Turkey) • Expats (UAE) • Expats (UK) • Expats (US) • Expats (Venezuela) • Expats (Vietnam) 	<p>Seasonal and Events</p> <ul style="list-style-type: none"> • Baseball 2015 • College Football (US) • Cricket (2015) • Fall Football (US) <ul style="list-style-type: none"> - Fans of 1 or more Teams - Fans of 3 to more Teams • Holiday2015 • Professional football (US) • Rugby 2015 <p>Travellers</p> <ul style="list-style-type: none"> • Business travellers • Commuters • Currently travelling • Frequent International Travellers • Returned from trip 1 week ago • Used travel app (1 month) • Used travel app (2 weeks)
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Language: N/A

Relationship Status:

<ul style="list-style-type: none">• Single• In a relationship• Engaged	<ul style="list-style-type: none">• Married• Not specified	<ul style="list-style-type: none">• Interested In<ul style="list-style-type: none">- All- Men- Women
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Education:

<ul style="list-style-type: none">• High School• college• Grad School		
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Work:

<ul style="list-style-type: none">• Office Type<ul style="list-style-type: none">- Home office- Small office- Corporation		
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Financial:

<ul style="list-style-type: none">• Income<ul style="list-style-type: none">- \$30,000 - \$40,000- \$40,000 - \$50,000- \$50,000 - \$75,000- \$75,000 - \$100,000- \$100,000 - \$125,000- \$125,000 - \$150,000- \$150,000 - \$250,000- \$250,000 - \$350,000- \$350,000 - \$500,000- Over \$500,000	<ul style="list-style-type: none">• Net Worth<ul style="list-style-type: none">- Under \$100,000- \$100,000- \$200,000- \$200,000- \$500,000- \$500,000- \$750,000- \$750,000- \$1,000,000- \$1,000,000 - \$2,000,000- Over \$2,000,000	
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Home:

<ul style="list-style-type: none">• Home Type<ul style="list-style-type: none">- Single Family Home- Multi-family home	<ul style="list-style-type: none">• Home Ownership<ul style="list-style-type: none">- Homeowners- Renters	<ul style="list-style-type: none">• Home Value<ul style="list-style-type: none">- Under \$ 100,000- \$100,000 - \$200,000- \$200,000 - \$500,000- \$500,000 - \$700,000- \$700,000 - \$1,000,000- Over \$1,000,000
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Marketing Segments:

<ul style="list-style-type: none"> • Ethnic Affinity <ul style="list-style-type: none"> - Africans Americans (US - All) - Asian Americans (US - All) - Hispanics- (US - All) - Hispanic- (US - Bilingual) - Hispanic-(US-English Dominant) - Hispanic- (US-Spanish Dominant) 	<ul style="list-style-type: none"> • Generation <ul style="list-style-type: none"> - Baby Boomers 	<ul style="list-style-type: none"> • Household Composition <ul style="list-style-type: none"> - Children in Home - Empty Nesters - Grandparents - New Teen Drivers - No children in home - Veterans - Working Women - Young Adults
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Parents:

<ul style="list-style-type: none"> • All Parents • Expectant Parents 	<ul style="list-style-type: none"> • Child 0-3 years • Child 4-12 years 	<ul style="list-style-type: none"> • Child 13-15 years • Child 16-19 years
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Politics (US)

<ul style="list-style-type: none"> • Active • Very Conservative 	<ul style="list-style-type: none"> • Conservative • Moderate 	<ul style="list-style-type: none"> • Liberal • Very liberal
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Life Events

<ul style="list-style-type: none"> • Away From Family • Away from hometown • Long distance Relationship 	<ul style="list-style-type: none"> • New Job • New relationship 	<ul style="list-style-type: none"> • Recently Moved • Upcoming Birthday
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Device Owners: N/A

Notes: (use this section to list notes on pages, competitors and industries that aren't listed here)
