



AGE/GENDER

When setting up your campaign, you can target based on age and gender. If you offer expensive home services (ie. pools, outdoor kitchens, landscaping, etc.), targeting anyone under the age of 30 could be a waste of money. Look at data that shows the mean age of homeowners in the state and cities you are targeting. Some ad sets can target all genders while others might lean towards one or the other.

INCOME

You can target based on income. If price/income is really important when selling your product/service, this may be a good targeting parameter. For example, if I am generating leads for a luxury home service, I would consider targeting the "top 5 and top 10% of income."

LOCATION

You can target based on country, state, city, zip code, etc. You can even use the "drop pin" to pin point a location and the circumference around it. This is great if you are targeting a specific neighborhood or part of a city. TIP: If you are targeting multiple locations near one another, don't overlap with targeting. You will waste more money on ad spend. Instead your targeting circles should cover all your target areas without overlapping.

HABITS

Are they into health? Do they love to read? Are they a frequent traveler? The more you you can define what your target customer looks like, the better you can target your ads. Better targeted ads yield better leads and lower cost per acquisition

INTERESTS

What are this person's interests? Where do they shop? Which brands are they loyal to? This is an important section so take some time to think about this.

THE PROBLEM YOU ARE SOLVING

What problem are you solving with your product or service? How will they feel if they purchase your product or service? What are the biggest frustrations in this person's life? What would make their life easier?