

THE 5-STEP FRAMEWORK TO REACH YOUR **100% PERFECT AUDIENCE** WITH FACEBOOK BEHAVIORAL TARGETING



1. GET TO KNOW YOUR CUSTOMER

Before you create ANY Facebook ads, you really need to understand who your ideal buyer is. Conduct customer surveys, analyze your sales pipeline, and create your buyer persona.



2. CREATE AUDIENCE SEGMENTS

If your customers can be split into smaller groups differentiated by location, age, interests, demographics, or behaviors, do it now – you can create more targeted offers with a higher relevance score.



3. CREATE ENGAGING ADVERTISEMENTS

Think about a different ad campaign for each new buyer group you've created. Instead of showing the same offer and message to every prospect, think about creative ways to address each audience group differently (and make your offer more compelling to them).



4. CREATE FACEBOOK SAVED AUDIENCES

Only now are you ready to create your Facebook audiences. Take advantage of all the Detailed Targeting options available and create highly accurate audiences (try keeping the number of people in each group under 50 000).



5. ANALYZE AND OPTIMIZE

After you've published your ad campaigns, the hard work only begins. Regularly analyze and tweak your target audiences to exclude the ones not interested in your offers.