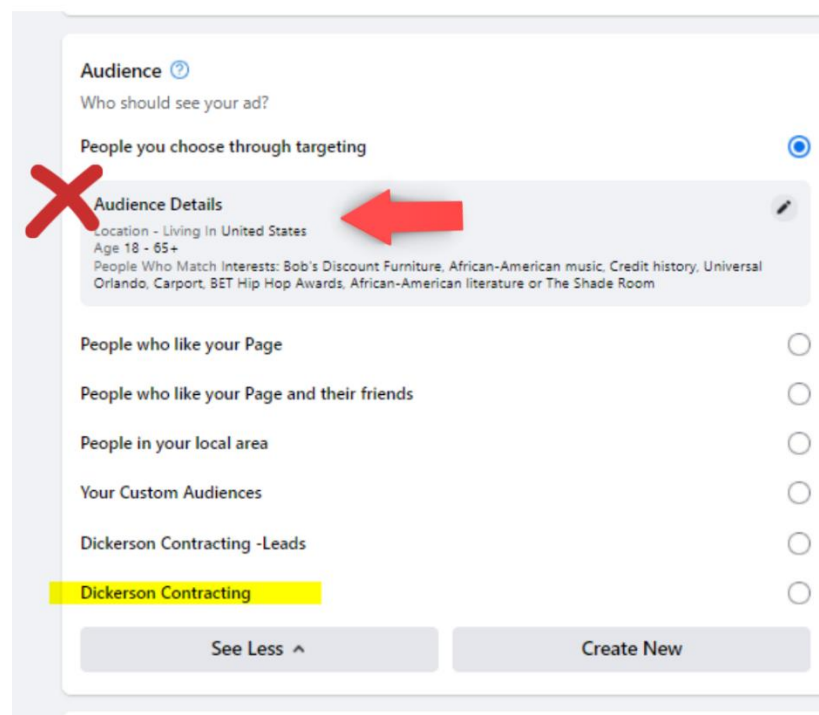


Facebook Ads - Audiences for Detailed Targeting when Boosting Posts

Recently, Facebook has created a "smart audience" under the detailed targeting section when boosting posts. It's set as a default option. I've noticed that oftentimes, the location for the "smart audience" is set for the United States. A lot of our clients are local businesses, so please be sure to select/create the proper audience before boosting the posts in order to target individuals in the business/clients target audience. Most of the correct audiences have already been created within the ad account and will be under the name of their business "see highlight area of first image". If you don't see that option under the business' ad account, don't hesitate to let me know and we can work on creating one that better matches their target market!

To give you an example, here are some screenshots of one of the accounts I manage - they are a roofing and construction company in the local area. You'll see the suggested audience Facebook defaults to is very random and has nothing to do with the audience they are wanting to reach. See below. The screenshot below that one, is the audience created design around the audience that are in their area and has interests and demographics that match their target audience.

"Smart Audience" Facebook defaults to:



The audience that should be selected based on their target market:

Audience ⓘ
Who should see your ad?

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends
- People in your local area
- Your Custom Audiences
- Dickerson Contracting -Leads
- Dickerson Contracting**

Audience Details ⓘ

Location - Living In United States: Brandon (+22 mi), Reunion Lake in Madison MS (+14 mi) Mississippi
Age 33 - 65+

People Who Match Interests: Roofing, Renovation, Home Improvements, First-time buyer, The Home Depot, Home repair, Home improvement, Roof shingle, Lowe's, Construction, New House, Home Renovations, Do it yourself (DIY), Home construction, Fixer-upper or Maintenance, repair, and operations, Industry: Installation and Repair Services, Life Event: Recently moved or Friends of Recently Moved

See Less ^ Create New