

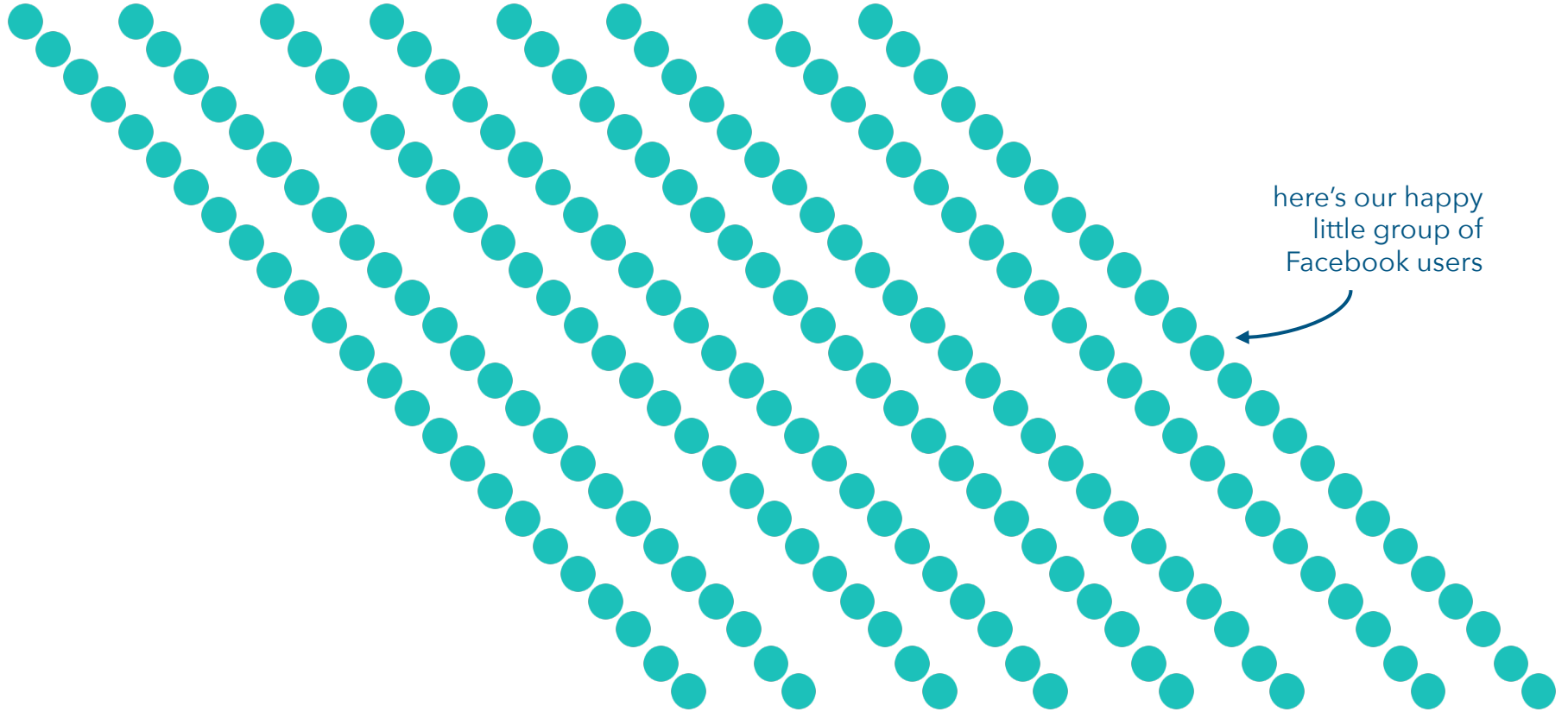
The straightforward guide
to 'broad' audience
targeting on social
media... and why it's
important.



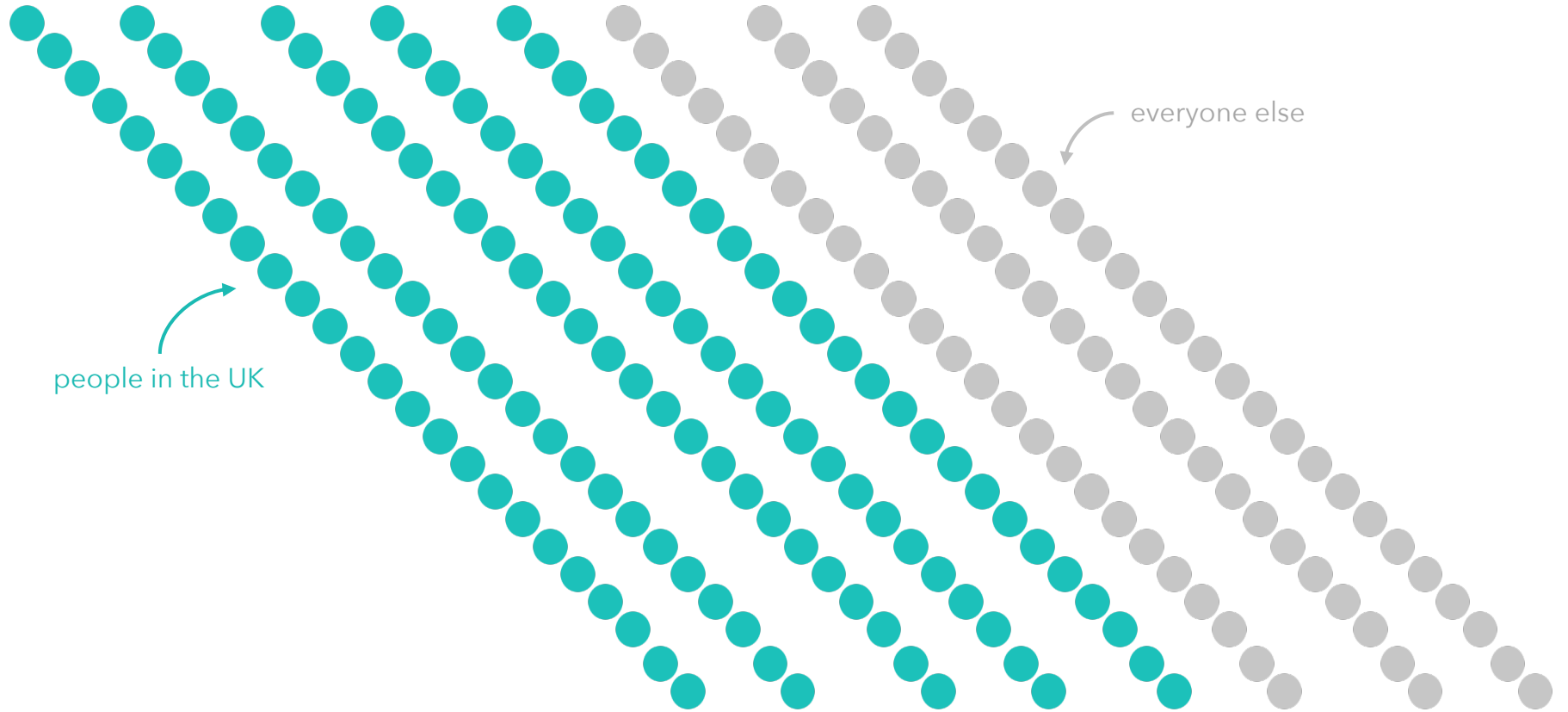
The concept

- Every business wants their social media ads to be seen by the right people
- Being super-precise with targeting sounds great, but can limit your campaigns
- Many businesses let social media platforms determine who their ads are served to
- It may sound 'spammy', but that's not the case
- Here's a simple illustration of the concept

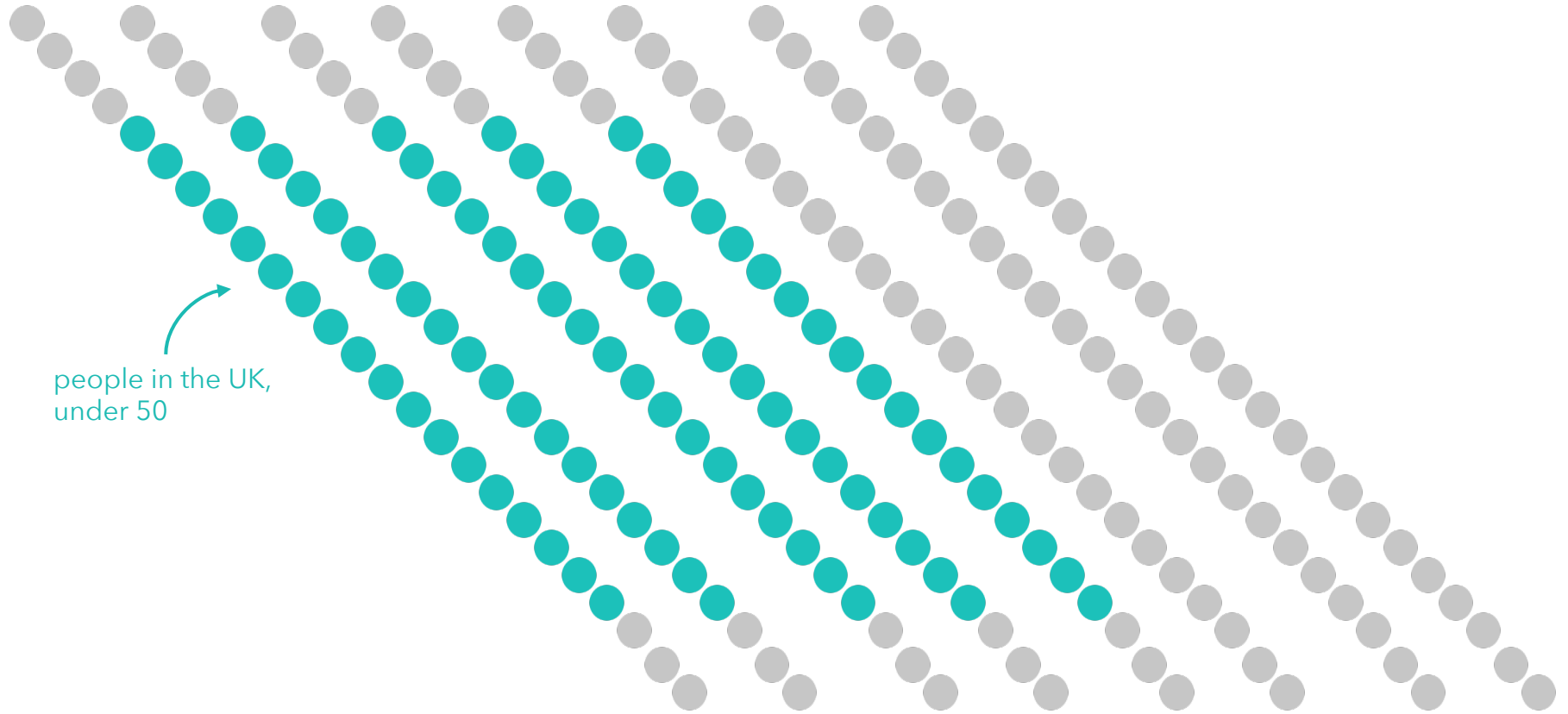
Let's start by imagining a world with just 200 Facebook users...



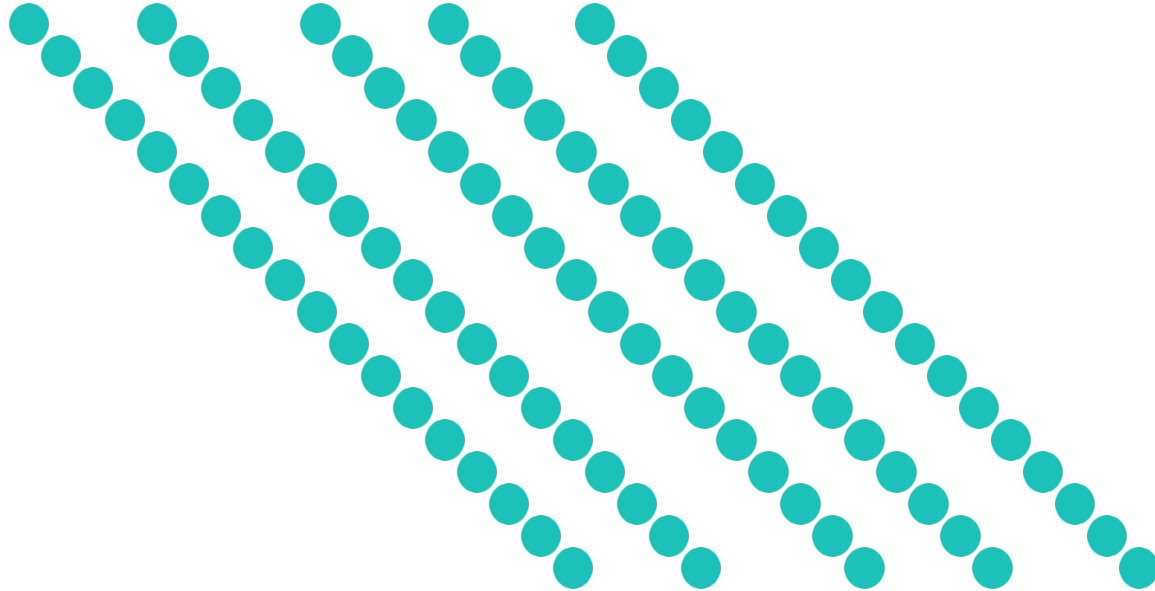
For our ad campaign, we're only interested in reaching people in the UK, which will narrow our audience...



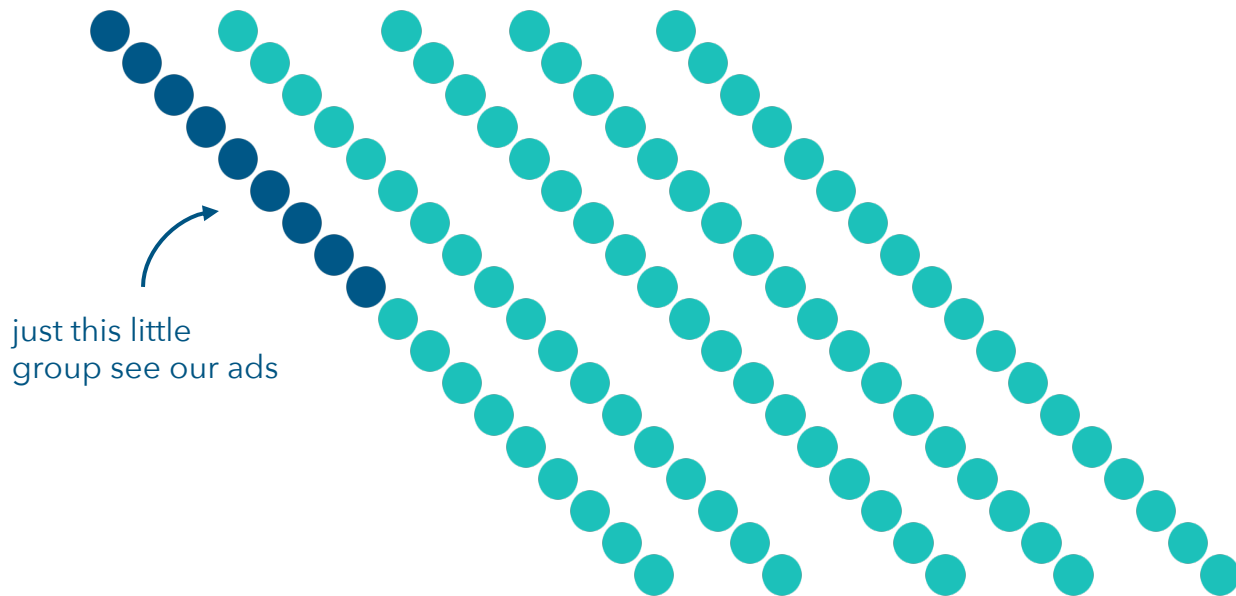
...and we've decided we only want to reach people under 50 years old, so we'll also add an age filter.



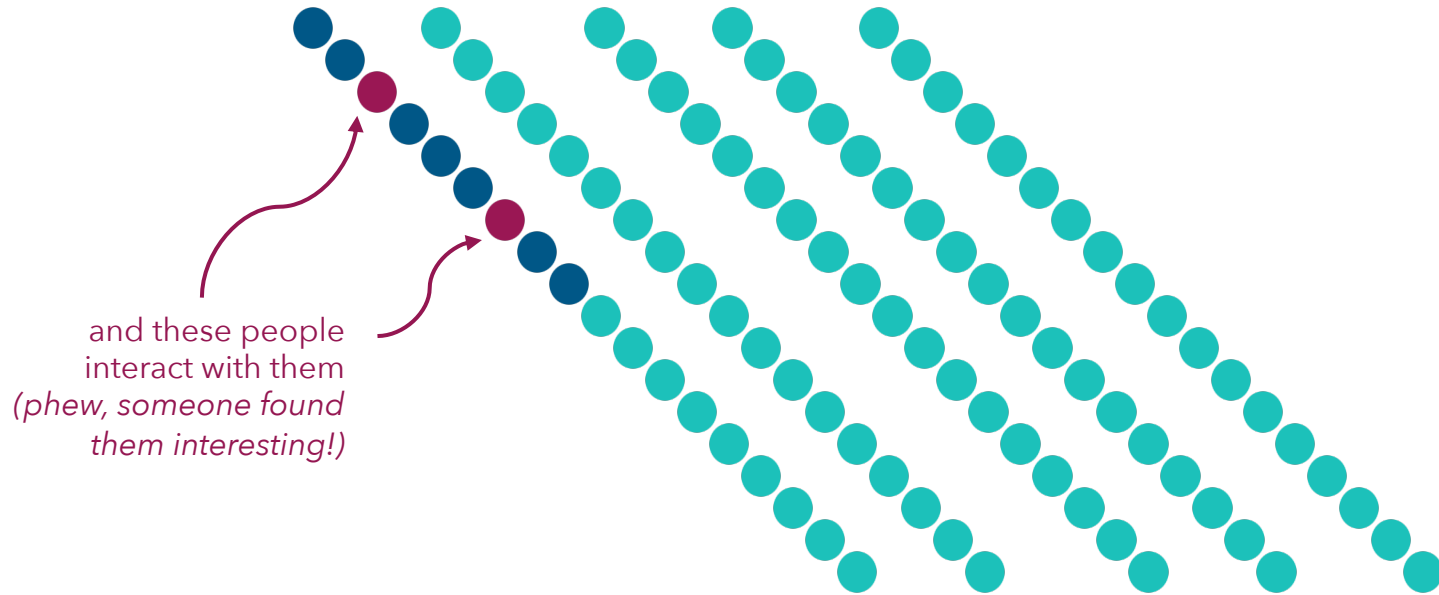
Here's our (still quite broad) potential target audience, narrowed by location and age. Ok, we're ready to set our Facebook campaign live!



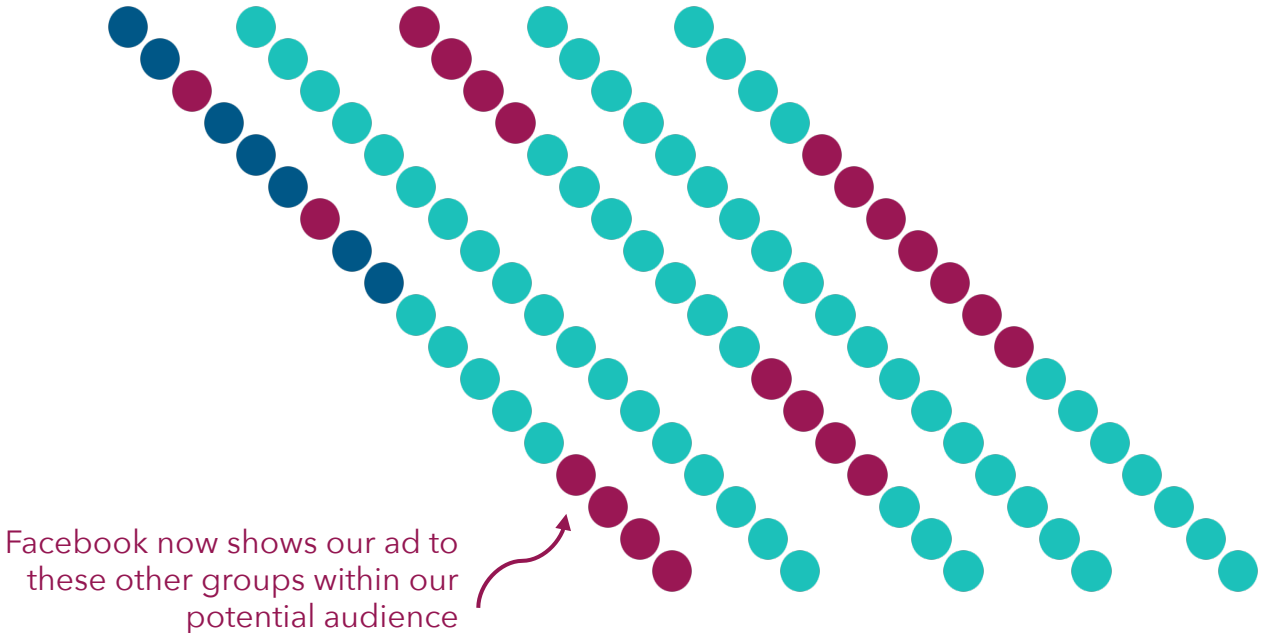
To begin with, Facebook shows our ads to just a small group within our potential target audience.



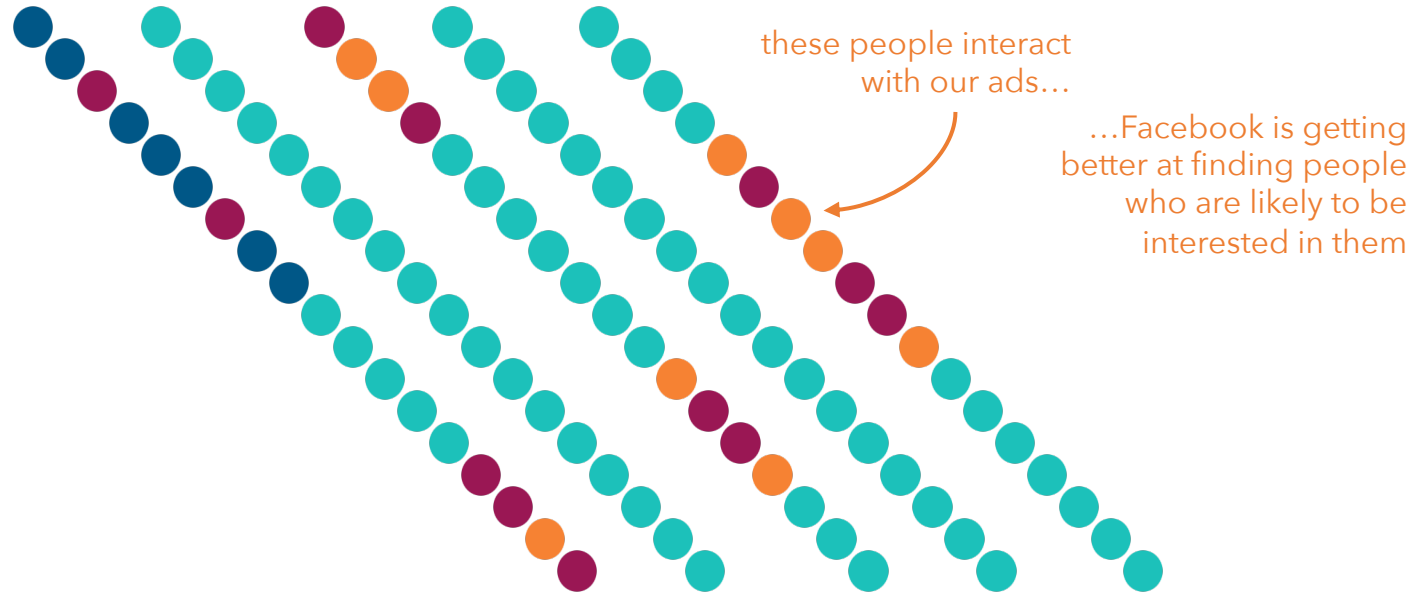
And hopefully (!) some of those people will interact with our ads.



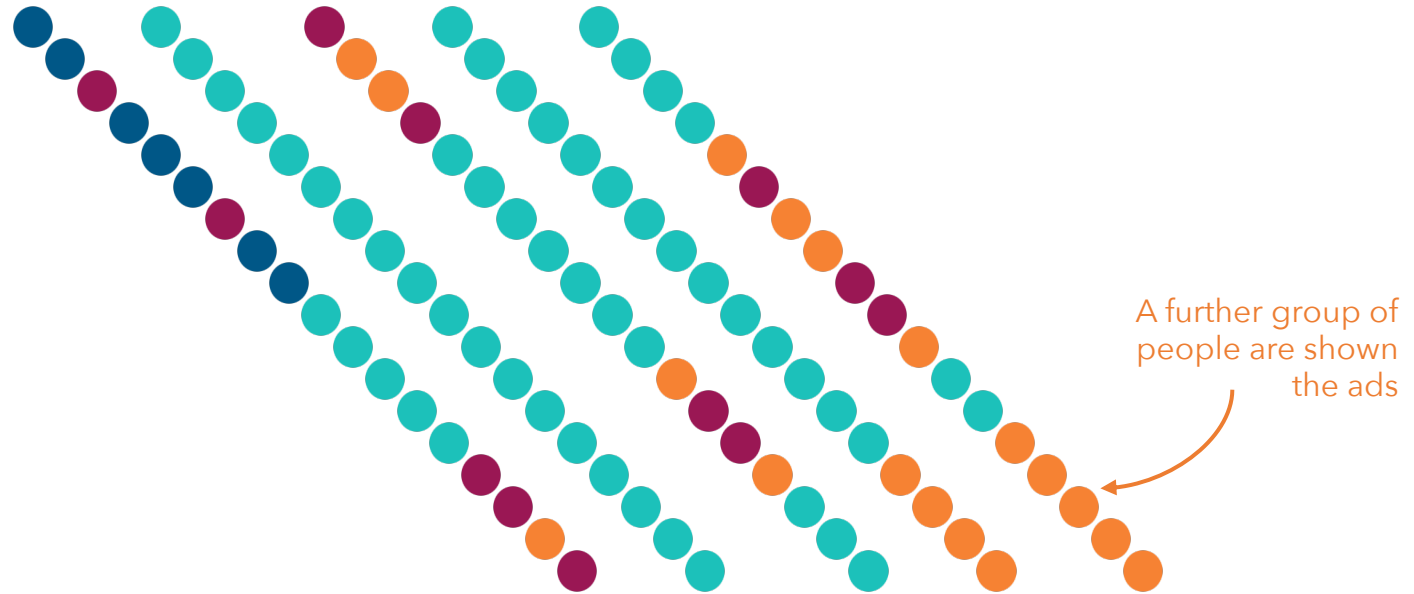
Facebook now shows our ads to more people in our potential audience; people with similar 'online profiles' to the people who already interacted



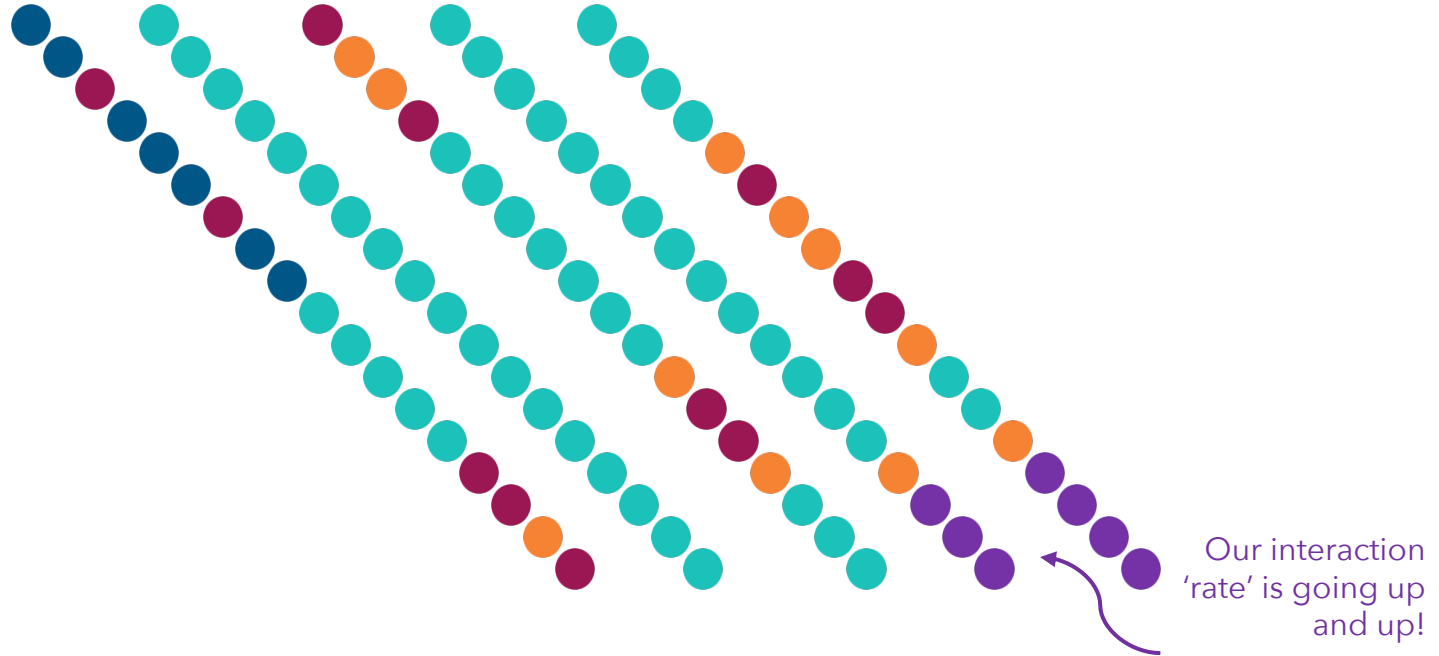
This time, a higher proportion of people interact with our ads because Facebook showed them to people more likely to find them relevant



The process is repeated; Facebook shows our ads to a further group of people, based on an even better understanding of who will interact



And as the targeting becomes yet more accurate, the proportion of people interacting grows



Things to keep in mind

- This automated approach is based on what people **actually** do, not just what we anticipate
- Facebook uses targeting criteria and logic which isn't available in the ads manager
- It is in everyone's interests for Facebook to show ads to the most relevant people
- It may take a few days for this process to 'optimise', so keep patient

 Please get in touch if I can help

