

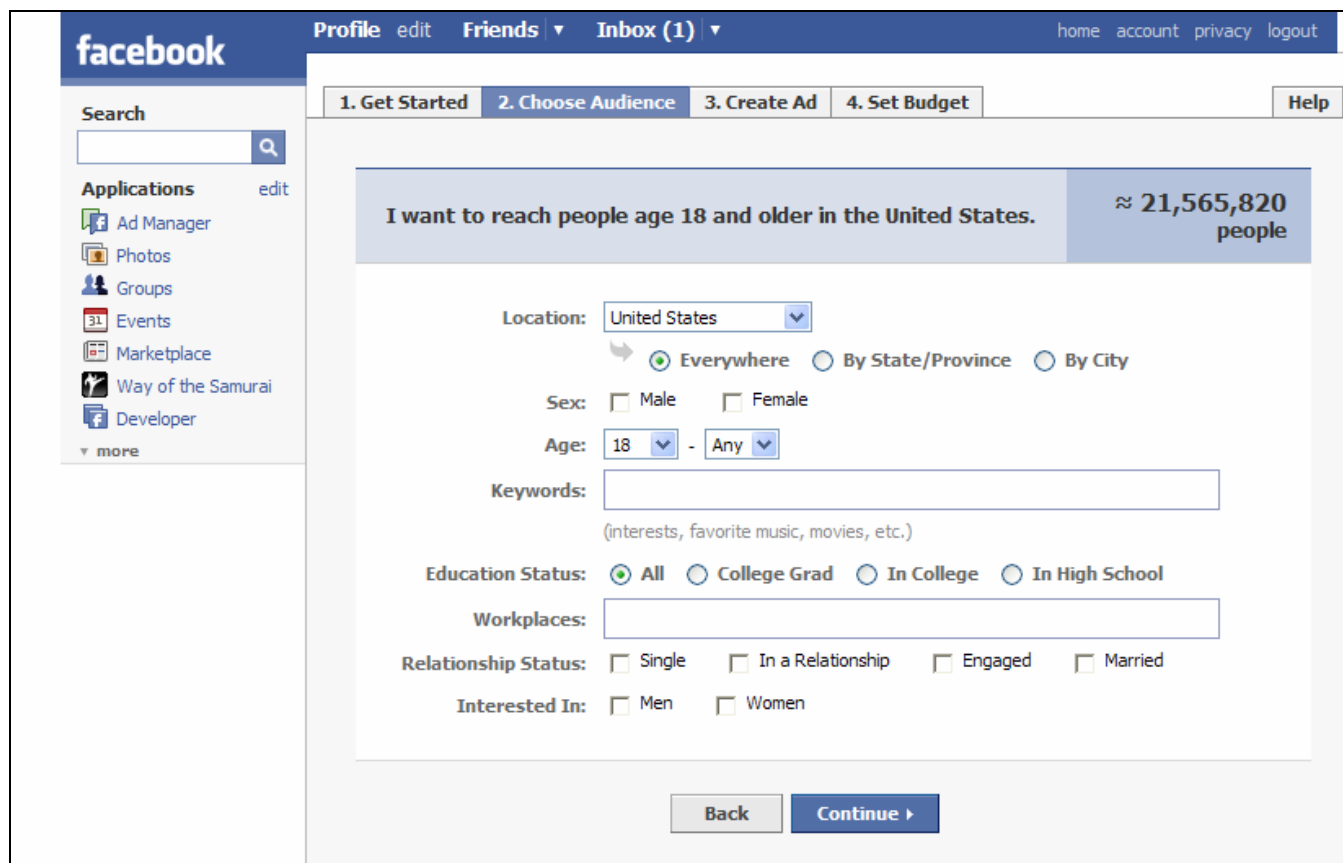
## Facebook Ads – Targeting the Social Media Network

With 66 million registered users and 50% of users logging in each day, Facebook Ads offer advertisers the opportunity to advertise across their Social Media Network.

It is important to note Facebook Ads allow advertisers to target by Sex, Age, Education and Relationship Status of Facebook users – providing greater segmentation of the audience and potentially higher return on investment.

This is in direct comparison to Google which only allows targeting based on location!

An example of how to create a Facebook Ad is detailed below:



The screenshot shows the Facebook Ads targeting interface. At the top, there are navigation tabs: "1. Get Started", "2. Choose Audience", "3. Create Ad", and "4. Set Budget". The current step is "2. Choose Audience".

The main content area displays the targeting criteria: "I want to reach people age 18 and older in the United States." To the right of this text, it shows the estimated audience size: "≈ 21,565,820 people".

The targeting options are as follows:

- Location:** United States (dropdown menu). Below it are radio buttons for "Everywhere" (selected), "By State/Province", and "By City".
- Sex:**  Male  Female
- Age:** 18 (dropdown) - Any (dropdown)
- Keywords:** A text input field with the placeholder "(interests, favorite music, movies, etc.)".
- Education Status:**  All  College Grad  In College  In High School
- Workplaces:** A text input field.
- Relationship Status:**  Single  In a Relationship  Engaged  Married
- Interested In:**  Men  Women

At the bottom of the form, there are two buttons: "Back" and "Continue ▶".

Source: <http://www.facebook.com/ads/create/>

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