

# THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

## DEMOGRAPHICS

**1. AGE**

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**2. GENDER**

- Male
- Female

**3. EDUCATION**

- High School
- Some College
- Bachelor's
- Master's
- PhD

**4. MARRIAGE**

- Single
- Married
- Divorced
- Widowed

**5. EMPLOYMENT**

- Self-employed
- Employed
- Unemployed
- Retired

**6. HOMEOWNERSHIP**

- Homeowner
- Renter

**7. LANGUAGE**

- English
- Spanish
- Portuguese
- French
- German
- Italian
- Russian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Yugoslavian
- Ukrainian
- Romanian
- Bulgarian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish
- Ukrainian
- Russian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Yugoslavian
- Ukrainian
- Romanian
- Bulgarian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish

**8. RELIGION**

- Christian
- Muslim
- Hindu
- Buddhist
- Jewish
- Sikh
- Other

**9. ETHNICITY**

- White
- Black
- Hispanic
- Asian
- Native American
- Pacific Islander
- Other

**10. LANGUAGE**

- English
- Spanish
- Portuguese
- French
- German
- Italian
- Russian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Yugoslavian
- Ukrainian
- Romanian
- Bulgarian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish

**11. INTERESTS**

- Arts and Entertainment
- Business
- Education
- Food and Drink
- Health and Fitness
- Home and Garden
- Politics
- Science and Technology
- Sports and Recreation
- Travel
- Weather
- Work and Business

**12. BEHAVIORS**

- Engaged with a brand
- Engaged with a video
- Engaged with a post
- Engaged with a page
- Engaged with a profile
- Engaged with a story
- Engaged with a video
- Engaged with a post
- Engaged with a page
- Engaged with a profile
- Engaged with a story

**13. MARRIAGE**

- Single
- Married
- Divorced
- Widowed

**14. EMPLOYMENT**

- Self-employed
- Employed
- Unemployed
- Retired

## CONNECTIONS

**15. FRIENDS OF**

- Friend of a friend
- Friend of a friend of a friend

**16. INTERESTS OF**

- Interest of a friend
- Interest of a friend of a friend

**17. ENGAGED WITH**

- Engaged with a friend
- Engaged with a friend of a friend



# Facebook Guide

**Marjorie J. Porter, Sigrud E. Kelsey**



## **Facebook Guide:**

The Facebook Guide to Small Business Marketing Ramon Ray, 2013-02-05 The guide for marketing a small business on Facebook The number one social networking site offers the opportunity to reach more than 350 million registered users with your advertising message Owners of small and local businesses will benefit from these tips and best practices provided by Facebook insiders Learn new ways to attract customers create a business profile and take advantage of Facebook s many marketing features With more than 350 million registered users Facebook opens a worldwide forum for small businesses that were once dependent on local traffic alone This guide to small business marketing on Facebook is packed with information from Facebook s staff Guides you through creating a profile for your business taking advantage of Facebook s unique marketing features following best practices and getting the best return on your investment Packed with insider tips and creative marketing ideas If you have a small or local business you can t go wrong with the marketing advice in The Facebook Guide to Small Business Marketing

**The Complete Idiot's Guide to Facebook, 3rd Edition** Joe Kraynak, Mikal E. Belicove, 2012-10-02 Facebook is by far the most popular social networking site but it is not as user friendly as the service would like people to think It leaves many users scratching their heads over even the most fundamental features such as the difference between their Wall and their News Feed And Facebook s help system is woefully inadequate The Complete Idiot's Guide to Facebook Third Edition gets readers registered and touring Facebook in the very first chapter and never lets up as it reveals the features that have made Facebook so amazingly popular Users discover how to Flesh out and protect the all new personal profile Track down long lost friends family members and classmates Communicate via status updates email and chat Share photos and video Make the best use of the new Timeline feature Take advantage of Facebook s new location based functionality Schedule real world get togethers and send out invitations Share common interests in groups Play games Understand Facebook s dizzying array of privacy options that dictate who sees one s content Buy and sell stuff in the Facebook Marketplace and more Readers also learn how to tap the power of Facebook for more than simply personal use such as personal branding marketing a business product service or non profit or promoting a worthy cause

The Complete Idiot's Guide to Facebook Marketing Damon Brown, John Wayne Zimmerman, 2012-03-06 Covers all aspects including Facebook Marketplace Facebook Places and Facebook Deals

**Mastering Facebook** Adidas Wilson, This is not a book of ideas but a blueprint for Facebook success Facebook is becoming a social media and search engine powerhouse Seeing the trends in the online platform and knowing how to utilize them will ensure success This has revolutionized publishing and has dawned to a new digital era There are a million and one reasons However you do not need all of them Just a few concrete ones to make you see the light as to why Facebook is giving you a golden opportunity to monetize publishing in a smarter creative way Table of Contents Facebook History Managing Your Facebook Business Page Succeed in Facebook Marketing Make Your Facebook Post Command Attention Running Your Facebook Business Page Guide to a Successful Facebook Page

Running an Effective Facebook Page Video Marketing on Facebook Definitive Guide to Marketing Your Business on Facebook Facebook live Video for Your Business Facebook for Marketing Facebook Ad s Facebook Revenue for Entrepreneurs Make Money Online With Ads Likes Pages and Apps Secrets to Facebook Success Facebook Store Successful Facebook Fan Page Facebook Video Ads Selling Facebook App s Facebook for Publishers Facebook Instant Articles Facebook Messenger for Business Facebook Live Monetization

*Smart Martha's Catholic Guide for Busy Moms* Tami Kiser,2010-09-24 Martha Martha you are anxious and troubled about many things Luke 10 41 Tami Kiser understands the demands of motherhood She s a busy mom of nine who juggles teaching at her children s parish school volunteering at her parish running a household and many other responsibilities Her Smart Martha seminars have helped thousands of women balance their priorities so that they still have ample time for Jesus throughout the day Become more spiritually focused more holistically fulfilled and more mentally prepared than ever before Discover practical tips that will help save time and your sanity Learn how to Approach every Martha task with a Mary attitude De clutter your children s toys for faster cleanup and more meaningful play Manage technology to enhance your family s spiritual health Create mealtimes that nourish both body and soul Tackle household chores as a family Foster spiritual beauty in your children And much more Your maternal instinct as well as constant demands from family members may call for a Martha mom but trust in the Lord that they need a Mary mom too As a big fan of Tami Kiser s Smart Martha tips and techniques for years I m thrilled to find all of her words of wisdom compiled into book format With Smart Martha s Catholic Guide for Busy Moms Tami gives moms practical solutions for managing their homes but more importantly for nurturing their souls and familial relationships From prioritizing family dinners to organizing your home and schedule Tami gives moms the tools they need to help themselves and their families live happier holier lives Lisa M Hendey author of *The Handbook for Catholic Moms*

**Practical Insecurity: The Layman's Guide to Digital Security and Digital Self-defense** Lyndon Marshall,2023-07-10 This book provides practical advice for everyone on how to effectively secure yourself your devices and your privacy in an era where all of those things seem doomed From acquiring software to the ongoing flaws in email to the risks of file sharing and issues surrounding social media and social reputation Practical Insecurity is the tool you need to maximize your self protection in the digital world Everyone has had a brush with cybersecurity in some way Our computer has gotten a virus somebody you know has lost all their company s data because of ransomware someone has stolen our identity a store we do business with has their computer system compromised including our account so we are offered free identity protection and so on It seems like everyday there is another bit of bad news and it often impacts us But the question largely goes unanswered what can I do as an individual or as the owner of a small business to protect myself against having my security compromised Practical Insecurity provides the answers

**Facebook All-in-One For Dummies** Jamie Cramer,Scott Ayres,Melanie Nelson,Daniel Herndon,Jesse Stay,2014-04-28 The A to Z Facebook guide for users marketers and developers alike Facebook has more than a billion users worldwide Whether you

enjoy spending time on Facebook every day use it to advertise and market your product or develop Facebook apps this go to guide has something you need Its six minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps It s fully updated to cover the latest Facebook changes including Graph Search mobile apps Timeline enhancements and news feed redesign Facebook has more than one billion active users who share more than 30 billion pieces of content each month More than 37 million brands have Pages on Facebook This complete guide has been fully updated to cover Facebook s latest changes including Graph Search mobile apps for both users and Page managers a redesigned news feed and enhancements to the Timeline Minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps Facebook All in One For Dummies 2nd Edition is packed with helpful information great ideas and ways to help you get even more out of Facebook

*The Complete Idiot's Guide to Facebook, 2nd Edition* Mikal E. Belicove, Joe Kraynak, 2011-10-04 Expert tech authors cover all new features and functionality Reveals Facebook s full potential and users options to communicate connect and have fun *Facebook Me! A Guide to Socializing, Sharing, and Promoting on Facebook* Dave Awl, 2010-12-16 With more than 500 million active users around the world and still growing steadily Facebook is more than just another social media site In the words of author Dave Awl Facebook is the new town square the place where people gather to discuss the news of the day as well as share what s going on in their lives And Facebook can actually be a useful business tool as well as a great way to promote creative projects So what s new in the second edition of Facebook Me Facebook has changed dramatically since the book was first published and this newly revised and expanded edition will bring readers up to speed on all the new features and interface elements that have been added and revamped in the time since It addresses the ongoing controversies about Facebook s privacy policies with detailed coverage of Facebook s privacy settings and advice for keeping your Facebook experience as secure as possible as well as expanded info on Facebook s sharing tools and how to control who sees what It includes a brand new chapter called Advertising and Promoting on Facebook that shows you how to apply the principles of social media marketing specifically to Facebook s user culture in order to maximize the ripple effect of Facebook s news feed to win new fans and customers and build stronger bonds with existing ones Plus there s an expanded chapter on Facebook at Work how to keep your profile professional avoid getting in trouble and use Facebook for job hunting And in the etiquette department this edition features new guidance on how to deal with conflict and avoid flame wars between Facebook friends All in all Facebook Me takes you on a guided tour of everything Facebook has to offer and shows you how to get the most out of the time you spend there while helping you avoid some of its pitfalls Find out what you can do on Facebook and what it can do for you Reconnect with old friends and make new ones let your friends know what you re up to and share photos or video all while protecting your privacy Learn Facebook etiquette how and why to friend someone how

to socialize politely whether you should friend your boss and how to keep your profile looking professional if you do Publicize your projects business or causes Post to your Wall set up a Page organize a Group or invite friends to Events Discover how to use Facebook s News Feed to connect with an audience that reaches far beyond the boundaries of your own friends list Look for the Facebook Me page on Facebook to connect with the author and other readers of this book     **The Rough Guide to Social Media for Beginners** Rough Guides,2012-07-05 If you haven t joined the social media revolution yet don t fret there s still time But with so much out there where do you even start Something more than a text message something less than a phone call not engaging in these new types of online social messaging could mean you are missing out on the action without either friends or followers Business leisure and everything in between is covered and this guide walks the uninitiated through setup to maintenance and gives you the skills to make your pages lively and relevant to the people you know or work with and the folk you re about to meet or reach out to The term social media covers an ever expanding suite of apps blogs and wikis but this book focuses on the most popular and personal forms of social media Facebook and Twitter Significant attention is also paid to Google the latest direct challenge to Facebook s overwhelming dominance of social networking Start connecting now with [The Rough Guide to Social Media for Beginners](#) Now available in ePub format     [The Complete Idiot's Guide to Facebook, 3rd Edition](#) Joe Kraynak,Mikal E. Belicove,2012-10-02 Facebook is by far the most popular social networking site but it is not as user friendly as the service would like people to think It leaves many users scratching their heads over even the most fundamental features such as the difference between their Wall and their News Feed And Facebook s help system is woefully inadequate [The Complete Idiot s Guide to Facebook Third Edition](#) gets readers registered and touring Facebook in the very first chapter and never lets up as it reveals the features that have made Facebook so amazingly popular Users discover how to Flesh out and protect the all new personal profile Track down long lost friends family members and classmates Communicate via status updates email and chat Share photos and video Make the best use of the new Timeline feature Take advantage of Facebook s new location based functionality Schedule real world get togethers and send out invitations Share common interests in groups Play games Understand Facebook s dizzying array of privacy options that dictate who sees one s content Buy and sell stuff in the Facebook Marketplace and more Readers also learn how to tap the power of Facebook for more than simply personal use such as personal branding marketing a business product service or non profit or promoting a worthy cause     **Facebook** Dana Kilroy,Chelsea Hejney,2013-05-31 Knowing how to use Facebook to network and market yourself or your business gives a single person the potential for reaching Facebook s over 1 billion users in 60 countries BarCharts new Facebook guide will show you how to manage your personal profile and your business s Facebook page as well as all the settings that go with them This well rounded guide will immediately change the way you use Facebook and the way you market your business Pair it with BarCharts new YouTube guide to cover the two most far reaching social media sites together     *Delivering WOW* Anissa Holmes,2018-08-07 *Delivering WOW* is a blueprint

for running and growing a dental practice Dr Anissa Holmes was sick of working too much and earning too little so she decided to do something about it After years of learning and experimentation she developed a simple high impact process to run and grow a dental practice that turned her office into a high profit practice with over 50 000 raving Facebook fans and a reliable team she can trust to handle anything that comes their way With this newly updated and expanded version of a book that helped thousands of dentists build more profitable and enjoyable dental practices Dr Holmes walks dentists through building a winning team maximizing profitability and reliably growing patient numbers without having to waste time and money on expensive and ineffective advertising methods If you re tired of feeling guilty stressed and frustrated by your practice and want to build one that allows you to make more work less and have a meaningful impact in the world Delivering WOW is the step by step plan for you

**The Student Newspaper Survival Guide** Rachele Kanigel,2011-09-06 The Student Newspaper Survival Guide has been extensively updated to cover recent developments in online publishing social media mobile journalism and multimedia storytelling at the same time it continues to serve as an essential reference on all aspects of producing a student publication Updated and expanded to discuss many of the changes in the field of journalism and in college newspapers with two new chapters to enhance the focus on online journalism and technology Emphasis on Web first publishing and covering breaking news as it happens including a new section on mobile journalism Guides student journalists through the intricate multi step process of producing a student newspaper including the challenges of reporting writing editing designing and publishing campus newspapers and websites Chapters include discussion questions exercises sample projects checklists tips from professionals sample forms story ideas and scenarios for discussion Fresh new full color examples from award winning college newspapers around North America Essential reading for student reporters editors page designers photographers webmasters and advertising sales representatives

**Facebook** Dana Kilroy,2017

**Facebook for Seniors** Matthew Hollinder,2015-04-10 Facebook is the most popular online social network Originally developed to connect college students Facebook is used by different people from around the world amounting to its 1 39 billion users The website gained popularity by providing an easy means of communication between people Instead of having to send several messages to different people about how you are doing you can post one update on Facebook to alert everyone It also allows you to share pictures and other media with multiple people instantaneously creating simpler and faster communication More and more people join the network daily and the fastest growing demographic of users are in the age group of 55 and over proving that Facebook is no longer a network limited to teenagers and young adults People of all age groups and backgrounds recognize the value in the services it provides which is why Facebook has become a social buzzword because of its prominence in modern culture and interaction

*Best Practices for Corporate Libraries* Marjorie J. Porter,Sigrid E. Kelsey,2011-03-21 In this book experts in the field describe best practices based on their experiences in corporate libraries worldwide With information driving today s global economy corporate librarians must become even more

proactive in their daily assignments Best Practices for Corporate Libraries will help them do just that through a series of papers that offer an international array of opinion and practice methods This book showcases current practices in corporate library functions and suggests best practices for current librarians It also examines some of the changes in librarianship that have arisen from changes in how information is provided and how corporations are now organized Topics covered include library service functions return on investment measurements and evaluation collaboration communication and outreach in corporations managing changes in the corporation and in the library and legal issues such as intellectual property concerns Drawing from the experience of 25 contributors the book includes chapters covering corporate libraries in the United States United Kingdom India Barbados and Nigeria *Manager's Guide to Online Marketing* Jason Weaver,2013-02-05 A COMPREHENSIVE CRASH COURSE FOR MASTERING TODAY S MOST IMPORTANT MARKETING PLATFORM Online marketing has evolved far beyond just websites and banner ads Your business s credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign Manager s Guide to Online Marketing explains how to do this and more by planning and executing effective cross channel digital outreach using the latest most sophisticated tools and strategies It provides in depth coverage of essential online marketing tools and techniques including Content marketing and blogging Social media marketing Web analytics Search Engine Optimization SEO E mail marketing Online Public Relations Briefcase Books written specifically for today s busy manager feature eye catching icons checklists and sidebars to guide managers step by step through everyday workplace situations Look for these innovative design features to help you navigate through each page Clear definitions of key terms and concepts Tactics and strategies for effective online marketing Tips for executing the tactics in the book Practical advice for preventing errors Caution signs to avoid common and uncommon mistakes Examples of successful online marketing tactics Specific planning procedures tactics and hands on techniques **The Facebook Guide for People Over 50** Paul McFedries,2011-07-05 The Facebook guide for people over 50 People over 50 are the fastest growing segment of the Facebook population and they have some unique interests and concerns This one of a kind guide addresses issues of specific interest to older generations helping them create a profile connect with old friends and relatives communicate with others and maintain their safety online If you re among this group you ll find these tips and instructions will give you confidence and help you enjoy all that Facebook has to offer People over 50 are joining Facebook in record numbers an estimated 6 million such people are Facebook users This Facebook guide for people over 50 focuses on topics of particular interest to older generations such as finding and connecting with relatives friends from the past former colleagues and classmates Helps you set up your profile find old and new friends communicate with others through the site and protect your privacy Facebook insiders contribute plenty of tips and ideas to make the Facebook experience more fulfilling If you re over 50 and already on Facebook or thinking of joining The Facebook Guide For People Over 50 can help you make the most of the experience **Ultimate Guide to Facebook**

**Advertising** Perry Marshall, 2022-08-01 NEW CUSTOMERS ARE WAITING FIND THEM ON FACEBOOK Facebook makes it easy for businesses like yours to share photos videos and posts to reach engage and sell to more than 1 billion active users Advertising expert Perry Marshall is joined by co authors Keith Krance and Thomas Meloche as he walks you through Facebook Advertising and its nuances to help you pinpoint your ideal audience and gain a ten fold return on your investment Now in its third edition Ultimate Guide to Facebook Advertising takes you further than Facebook itself by exploring what happens before customers click on your ads and what needs to happen after 10 seconds later 10 minutes later and in the following days and weeks You ll discover how to Maximize your ad ROI with newsfeeds videos and branded content Create custom audiences from your contact lists video views and page engagement Use the Facebook Campaign Blueprint proven to generate your first 100 conversions Boost your Facebook ads using the Audience Network and Instagram Follow the three step formula for successful video ads Maximize campaigns and increase conversions on all traffic to your website Track and retarget engaged users by leveraging the Power of the Pixel Make every page on your website 5 10 percent more effective overnight If anybody can make practical sense of Facebook for marketers it s Perry He has his finger on its truth as advertising media not social media He also realizes there is a short window of time during which it offers greatest opportunity He identified this with Google AdWords Now this book shows how to capitalize on ideal timing with this media Finally he is a well disciplined direct response practitioner who holds this accountable for ROI I bestow my No B S blessing Dan S Kennedy legendary direct marketing advisor and author of the No B S series

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