

THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

DEMOGRAPHICS

AGE

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

SEX

- Male
- Female

EDUCATION

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

RELATIONSHIP STATUS

- Single
- In a Relationship
- Married
- Divorced
- Widowed

LANGUAGES

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

ETHNICITY

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

RESIDENCE

- City
- Suburb
- Rural

HOUSEHOLD TYPE

- Married Couple
- Single Adult
- Partnered Adult
- Family with Children
- Family with Young Children
- Family with Teen Children
- Family with Adult Children
- Family with Grandchildren
- Family with Pets
- Family with No Pets
- Family with No Children
- Family with No Pets and No Children

EMPLOYMENT

- Self-employed
- Employed Full-time
- Employed Part-time
- Unemployed
- Retired
- Student
- Homemaker
- Volunteer
- Retiree
- Student
- Homemaker
- Volunteer

INCOME

- \$0-\$14,999
- \$15,000-\$24,999
- \$25,000-\$34,999
- \$35,000-\$44,999
- \$45,000-\$54,999
- \$55,000-\$64,999
- \$65,000-\$74,999
- \$75,000-\$84,999
- \$85,000-\$94,999
- \$95,000-\$104,999
- \$105,000-\$114,999
- \$115,000-\$124,999
- \$125,000-\$134,999
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- \$305,000-\$314,999
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- \$1,975,000-\$1,984,999
- \$1,985,000-\$1,994,999
- \$1,995,000-\$2,004,999

ZIP CODES

- 00000-00999
- 01000-01999
- 02000-02999
- 03000-03999
- 04000-04999
- 05000-05999
- 06000-06999
- 07000-07999
- 08000-08999
- 09000-09999
- 10000-10999
- 11000-11999
- 12000-12999
- 13000-13999
- 14000-14999
- 15000-15999
- 16000-16999
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- 48000-48999
- 49000-49999
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- 52000-52999
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MOBILE DEVICES

- Android
- iOS

OPERATING SYSTEMS

- Android
- iOS

MOBILE CARRIERS

- AT&T
- Verizon
- Sprint
- T-Mobile
- Other

MOBILE CARRIER TYPES

- Mobile
- Landline
- Other

CONNECTIONS

RELATIONSHIPS

- Friends
- Family
- Pages
- Groups
- Events
- Places
- Apps
- Games
- TV Shows
- Music
- Books
- Movies
- Comics
- Video Games
- Podcasts
- Radio
- News
- Politics
- Religion
- Health
- Education
- Business
- Finance
- Technology
- Science
- Environment
- Animals
- Plants
- Food
- Drinks
- Travel
- Transportation
- Automotive
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Facebook Guide

SJ Ball



Facebook Guide:

The Complete Idiot's Guide to Facebook, 3rd Edition Joe Kravynak, 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 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 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 *Facebook All-in-One For Dummies* Jamie Crager,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

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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

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