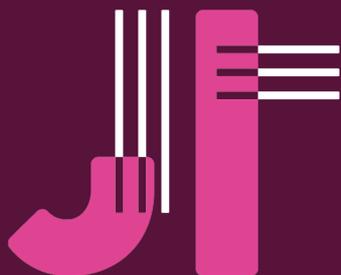


**HOW TO TARGET AND
ATTRACT MORE OF YOUR
IDEAL CLIENTS USING
FACEBOOK ADS**



JESSICA TUTTON

Targeting Ideal Clients Using Facebook Ads

In this workbook I want to share with you my 3 step process to find your ideal clients using Facebook Ad Targeting.

One of the best ways to target your dream leads is by targeting Interests; other people, pages or things your dream leads are interested in.

For example...

Targeting **Maries Forleo** if your dream lead is an online entrepreneur, or

Targeting **Kayla Itsines** if your dream lead is a young woman wanting to get fit, or

Targeting the **Stay At Home Mum** blog if your dream lead is a Mum with young kids in Australia.

This workbook walks you through how to discover these Interest-based targeting options.

1. Researching interests using Google
2. Using the Facebook Audience Insights tool to refine and expand your targeting options
3. Qualifying your targeting options in the Ads Manager

Targeting Ideal Clients Using Facebook Ads

First, let's do some research to discover what your ideal client is interested in...

Step 1. Use Google to research pages and people that your ideal client might be interested in...

- Top 10 Influencers for...
- Top 10 Magazines/Blogs for...
- Top 10 Podcasts for...

Eg. If I'm a parenting expert and my ideal client is a stay at home Mum with a 2year old and 2 month old, my search might include:

- Top 10 Parenting Experts & Influencers
- Top 10 Blogs for Stay At Home Mums
- Top 10 Podcasts for Stay At Home Mums

List your top 10 Interests, and then search for them on Facebook to see how many fans/followers/likes they have on their Facebook page.

Interest	# of followers

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Step 2. Expand your search using the Audience Insights Tool.

The screenshot shows the Facebook Audience Insights interface. On the left, the 'CREATE AUDIENCE' sidebar has several sections: 'Location' with 'UNITED STATES' selected, 'Age and Gender' with 'Age' set to '18+' and 'Gender' set to 'All', 'Interests' with 'KAYLA ITSINES' selected, and 'Connections' and 'Pages' sections. On the right, the main area shows '(New Audience)' with '3M - 3.5M people' and 'People on Facebook' with 'Country: United States of America'. Below this are tabs for 'Demographics', 'Page Likes', 'Location', and 'Activity'. The 'Page Likes' tab is active, displaying a 'Top Categories' list:

Rank	Category	Page Likes
1	Coach	Trainer Lindsey
2	Vitamins/Supplements	Shredz Women
3	Health & Wellness Website	The Betty Rocker • The Female Hardbody • Cleanfoodcrush • BodyRockTV
4	Boutique Store	The Pink Lily Boutique • Southern Fried Chics Boutique
5	Fitness Trainer	Kelsey Wells • Burn20 • Kayla Itsines • Jillian Michaels
6	Home Decor	Smallwoods • Pottery Barn
7	Women's Clothing Store	Modern Vintage Boutique • The Blue Door Boutique • Yandy.com
8	Website	Jane • Ooh La Llama • Allrecipes • BabyCenter
9	Product/Service	Beachbody • Fabletics • The Honest Company • FabKids.com • Pampers
10	Cosmetics Store	BIRCHBOX

Step 3. Qualify these interests in the Ads Manager.

The screenshot shows the 'Create a Saved Audience' dialog box in Facebook Ads Manager. It includes the following sections:

- Audience Name:** A text input field with the placeholder 'Name your audience'.
- Potential Audience:** 'Potential Reach: 930,000 people'.
- Audience Details:**
 - Location: Australia
 - Age: 18 - 65+
 - People Who Match: Interests: Kayla Itsines
- Custom Audiences:** A section with a text input field and a 'Create New' button.
- Locations:** A dropdown menu set to 'People living in or recently in this location' with 'Australia' selected.
- Age:** A dropdown menu set to '18' and '65+'.
- Gender:** Radio buttons for 'All', 'Men', and 'Women', with 'All' selected.
- Languages:** A search input field for languages.
- Detailed Targeting:** A section with the heading 'Include people who match' and a list of interests including 'Kayla Itsines' (circled in red).
- Connections:** A dropdown menu for 'Add a connection type'.

At the bottom, there are 'Cancel' and 'Create Saved Audience' buttons.

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Step 4. List your top 10 interest based targeting options below.

Interest	# of followers	Can you use this as a targeting option on Facebook?

Interest Based Targeting Ideas

FEMALE ENTREPRENEURS

- Amy Porterfield
- Female Entrepreneur Association
- Marie Forleo
- Business Chicks
- Lisa Sasevich
- Ali Brown
- Fabienne Fredrickson
- Gina Devee
- Elizabeth Gilbert
- Danielle Laporte

ONLINE MARKETING

- The Digital Marketer
- Smart Passive Income with Pat Flynn
- The 4 Hour Work Week

MALE ENTREPRENEURS

- Gary Vaynerchuk
- Neil Patel
- James Wedmore

HEALTH & FITNESS

- Kayla Itsines
- Lorna Jane
- Michelle Bridges
- Pete Evans
- I Quit Sugar
- The Healthy Foodie

SOCIAL MEDIA

- Social Media Examiner
- Mari Smith
- Sandy Krakowski

MUMS / MOMS

- Organised Housewife
- Stay At Home Mum
- Kidspot
- Natural Parent Magazine
- Babyology
- Scary Mommy
- BabyCenter

PERSONAL DEVELOPMENT

- Oprah
- Louise Hay
- Brene Brown
- Wayne Dyer
- Deepak Chopra
- Eckhart Tolle
- Tony Robbins
- Robert Kiyosaki
- Grant Cardone
- Lewis Howes
- Gabby Bernstein

Lookalike Audiences

A lookalike audience will analyse your existing warm audience and find people who are 'similar'.

You can create a lookalike based on ANY warm audience listed on the previous page. Minimum size of 100.

Here's some #inspo

- Lookalike based on your existing customers
- Lookalike based on your email list
- Lookalike based on your Instagram engagement
- Lookalike based on your Facebook engagement
- Lookalike based on your website traffic

Website Traffic

Target your Ads to your warm audiences (people who already know, like & trust you) when you're promoting your launch events (Webinars, Challenges, Video Series) and to promote your paid offers.

Website Traffic

- People who visited your blog/podcast
- People who visited your website
- People who visited your landing pages
- People who registered for your webinar/challenge
- People who checkout but don't purchase

Social Audiences

Instagram Business Profile

- People who visited your business profile
- People who engaged with a post / ad
- People who sent you a DM
- People who saved any post / ad

Facebook Page

- Everyone who engaged with your business page
- People who sent you a PM
- People who clicked any CTA button
- People who saved your page or post

Video Views

- People who watched one of your videos in the last 365 days
- People who watched a specific video in the last 365 days
- People who watched a specific % of your video

Customer List

Customer List AKA Email List

- Your entire email list
- A segment of your email list
- Your paying customers