

facebook

Strategies and Profits

Instant Facebook marketing profits



STUMPAGENIUS.COM PRESENTS

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Instant Marketing Profits

Using Facebook to get a business recognized online is very effective and easy to do. Facebook users range in the millions at any given time thus making the platform for target audience almost infinite. Understanding the working of how to go about optimizing this tool will contribute to the success of any endeavor.

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A graphic consisting of a white rounded rectangle with a thin black border. Inside, the text 'CHAPTER 1' is centered within a blue rectangular box. To the left of this box is a black arrow pointing right, preceded by three vertical black bars. To the right of the blue box is a black arrow pointing left, followed by three vertical black bars.

CHAPTER 1

Network Marketing Facebook Basics

Just creating a profile is simply not the end to the Facebook style of launching and capitalizing on any endeavor. It entails much more than simply this and the following are some points to consider:

The Basics

After creating a suitable profile the continuous step of ensuring the line of communication is kept open at all times is important. Positioning the business platform and staying in touch with the viewers will give the site the exposure it needs.

Unfortunate but all so true is the fact that the eye makes judgments' long before the actual material is examined therefore presenting a pleasing file picture is very important as is the follow up information featured.

This is the one chance the posting has to attract the viewer within the very slim window of opportunity.

The wall is the main platform of interaction thus the need to post relevant and interesting content. Keeping this light and entertaining will help to keep viewers come back for more.

However constant alerts may cause an annoyance so striking a comfortable balance is important.

Society now is predominantly more attracted to visual stimulation and this is further broken down into the popular viewing of pictures and photos and other similar platforms when compared to the written word.

Therefore there is a need to explore the possibility of offering a well designed pictorial viewing that will help to enhance the viewer's experience.

Getting into a Facebook group is also another way to create interest in the endeavor being promoted as those within the group are usually like minded or connected to the posting in a more personal way.



Using A Great Profile

Being able to identify with the other party that is part of the interaction is simply something that is considered normal and in fact comfortable, therefore choosing or creating a suitable yet attention grabbing profile and appropriate picture to be featured is very important.

The Way You Present Yourself

The following are some of the reasons as to why this may be considered necessary by most:

- As everyone wants to make a good first impression this choice should be given due consideration and be well thought of. The profile picture says a lot about the individual without even having to actually view the written material posted therefore it is very important to capture the attention of the viewer at the very onset of viewing the profile picture. As this profile picture will be viewed by anyone and everyone the choice made must be one that the host is comfortable with. However there is always the option available to change it periodically though unless this is an expected trait of the host it may end up causing more confusion than interest.
- Featuring other elements like logos is also a good idea if the said logo is self descriptive or well known; otherwise this is not a good item to use on the profile. Unrecognizable elements usually do not command as much attention as recognizable ones.
- Keeping the profile picture as simple as possible is also advised as that the element of easy recognition and connections is evident. Though the element of consistency is sometimes considered boring it can also contribute positively when the profile picture is easily recognized.
- The profile picture chosen should in some way impress upon the viewer the type of endeavor about to be viewed. Therefore it is prudent to judge carefully the perception that the choice will create and eventually the appropriate choice will be made.



Find Friends with Similar Interests

Being designed as a social networking site, Facebook encourages the networking between old and newly found friends to add to the list, for the purpose of sharing information, news and other happenings.

People You Understand

Perhaps the first step would be to log on to the Facebook entity to start the search for either old, lost connections or find and make new connections.

Going to the “my friends” page will allow the individual the opportunity to have a quick view of the lists of current friends and some details about them.

Also accessing the “friend finder” tab or “search your address book” will allow for the contact details to be viewed. When all the relevant details are correctly entered the individual’s email and password will be able to get the contacts from Hotmail, AOL, Gmail, MSN and Yahoo in the drop down menu phase.

Upon clicking the page featuring the external address book specification will be visible and this will include even those already recorded as friends on Facebook.

The final step would be to then click on those that interest the individual to be requested as friends, upon which the receiving party will either decline or accept the promoting, and respond accordingly.

Once the contact list is made available, writing posting that is individual and personal in its style rather than one format fits all is a more professional way on initiating contact. This individualistic design will help to create the sense of sincerity and honesty. When some form of acknowledgement is evident, thanking the other party for the response is equally important.

Also to be included for maximum social marketing exposure is the posting of material that includes the websites, twitter account, links and any other self explanatory platforms used for the furtherance of the endeavor being touted.

A horizontal graphic with a thin black border. In the center, the words "CHAPTER 4" are written in a white, sans-serif font on a blue rectangular background. To the left of this background is a black arrow pointing right, preceded by three vertical black bars. To the right of the blue background is a black arrow pointing left, followed by three vertical black bars.

CHAPTER 4

The Power of Photo Albums and Video

Sometimes mere written descriptions of something will not work as effectively as actually having the visual picture of it. Therefore the use of photo albums and videos can be quite useful in getting the desired message across to the viewers. Posting these on Facebook usually contributes to all the members of the group being able to view and comment on the material being posted.

Add Extra Material

This is especially important if the material intended for posting is also something that is meant to be shared with a certain target audience. There is also the element of convenience whereby all the members of the target audience is unable to view the material at the same time, thus facilitating and catering to this is where the use of photo albums and videos play a part.

Below is a step by step menu on how to feature the photo or video on Facebook:

- Clicking on the video icon or photo icon on the publisher at the top of the group wall is the first step.
- Then the photo should be taken or the video loading started.
- For the photo then posing and following the onscreen instructions while for the video the click should be done on the choose file icon.
- Adding a comment to the photo or navigating the video to the select click and do so.
- The last step would be to select share and this would bring the posting to the target audience intended.

This form of posting is definitely beneficial as it can be considered comparatively cost effective as most of the elements involved do not really require expert involvement.

Using this method to get the service or product recognized by the target audience will eventually help to create the awareness needed to elevate the revenue earning process.

The probability of being able to boost productively is also evident while engaging, educating and selling to the target audience is achieved.



CHAPTER 5

Learning How to Use Fan Pages Effectively

The creation of the fan pages basically allows for the posting of a separate page for the purpose of facilitating connections between interested parties where information on the latest updates and news can be shared and discussed.

Fan Pages

This social media too has been able to create the desired effect where other tools have less successful results. Using the fan page effectively is also just as important as the material being featured thus the following guide may prove to be useful:

- The first step would be to start the fan page with the effectively designed photos or logos about the business matter intended to be established. Then adding the contact details of the business to ensure it is reachable in both online and offline circumstances.
- Then the exercise of adding friends and inviting existing customers and prospects to become part of the fan page through links. Once this is achieved to the desired effect then period engagements must be made with the viewing parties. These can take the form of posting new and interesting information or simply engaging in a discussion of the material posted.
- Running other interactive platforms such as asking questions, conducting surveys or simply enquiring as to the likes and dislikes or even requirements of the viewing set. Functioning as a somewhat free and non committing market survey it can be an exciting way to grow that online business venture. This information gathered can then be used to further improve of what is currently being offered or featured.

The idea behind the whole exercise is to encourage and build a strong following to the fan page by using all the above different incentives.

Constantly encouraging the visitors to become actively participative will also help to eventually create the excitement element that will draw attention to the site. This will then contribute to the possible elevation of revenue possibilities.



CHAPTER 6

The Power of Facebook Events

Facebook has over time been able to establish itself as a power to be reckoned with when it comes to getting information to the masses. The host of different elements that can effectively be posted and viewed on Facebook has taken many endeavors to higher achieving heights. Almost anything can be effectively promoted.

Using and benefiting from Events

There is really no need to promote only events that have exact tangible locations and time lines. The Facebook listed events can also be virtual events as it is able to draw the intended target audience just as effectively.

Perhaps the important guideline to follow would be to make the posting as attention grabbing as possible to ensure the desired outcome. Below are some of the reasons why one should consider using these hosting style events to optimize exposure:

- The reach is limitless when using the events posted on Facebook to get the event noticed. Being able to extend the invitation at the click of an icon and also to be able to add on as and when desired is not possible with other conventional tools. Also being able to add more admits to the event and invite anyone and everyone is definitely beneficial.
- Another contribution this tool can commit to is the easy way it can get an overview of the participants and the capacity anticipated.
- It's also easier to spread the message and communicate to all connected through a single platform effortlessly. Using other complimenting tools like the wall, discussion boards, links, add videos and photos also help to further enhance the communicating possibilities.

One should also note that it may not always be possible to use the Facebook as an ideal way to get events noticed. One of the contributing reasons maybe that there are some people who either don't bother with their Facebook tool or they simply don't have one.

Therefore there may be a need to have emails accompanying the Facebook posting.



CHAPTER 7

Using Facebook Business Pages

Anything exclusive has its positive and negative connective results, therefore it is important to understand the fundamentals that affect such results and then decide if a particular style is suited for a particular endeavor. The use of exclusive landing pages is no exception.

Your Business Pages

Most landing pages on the Facebook tool helps to create interest in the viewers or fans in order to convert them into being firm fans and this not only raise the fan base listings but also create enough revenue through these interests.

Instead of directly exposing the wall to the viewer one can make a more appealing reach by providing a well designed landing page which is attention grabbing which in turn will be able to hold the attention of the visitor.

There has been verified statistics to prove that landing pages have generated more fans in terms of speed and growth when compared to other tools on the internet marketing arena.

Having landing pages that are exclusive in nature is also beneficial when the idea behind the posting is to not have it “littered” all over the internet thus causing over exposure.

This style of landing pages also creates a sense of exclusivity for the invited guest which in turn most of the time ensures the positive participation of the intended target audience.

Also because the message style is almost always of a singular nature there is little need to have confusing and overly enthusiastic postings.

Using the positive elements of the exclusive landing page will also help to fine tune the different channels of the possible multiple traffic sources.

The different sources of traffic from the exclusive landing page posting may include emails, Ad words, affiliate links, banner placement and others. Using an exclusive landing page is also easier as it does not hamper or cause designing conflicts.



Give Rewards to Your Subscribers

An important part of keeping the loyal element alive and growing lies in the incentives given out as rewards to this perpetual commitment. Using loyalty to gain and keep the business endeavor successful is important; therefore designing attractive rewards for these loyal supporters is well worth the innovative thought process and effort.

Keep Them Coming Back

The following are some of the more common and rather attractive rewards that most sites use for the reward programs for loyal customers:

- The offer of exclusive discounts, coupons and content material is considered among the most desirable and effective. Tying discounts to other engaging activities will also help to generate interest, revenue and even “free” advertising.
- Using low cost applications to create custom fan only accessible material will also create the necessary incentives that works as effective rewards too. This style of rewards is especially enticing because it gives the recipient a sense of exclusivity that is probably unmatched.
- Giving back is another concept that is much appreciated by loyal fan based visitors. The idea that their contributions are being acknowledged in the form of specially designed rewards is indeed special and thoughtful.
- Designing the rewards to reflect the fact that their contributions are not only important but are also seriously considered for the opinions and feedbacks posted will ensure further long term support. Building the special rapport is a very big and important part of heightening the loyalty percentages.
- Sometimes taking it a notch higher in the exclusivity platform also brings about a pleasant surprise for the fan that is being honored in an exclusive way. This would mean actually featuring the loyal fan by perhaps posting an interview with the said fan where the entire content of the post is about the fan’s loyal contribution. This sort of exclusive recognition is beneficial to both parties and to the viewing audience at large.



CHAPTER 9

Facebook Marketplace And Plugins

Among the many tools for internet marketing one will find the Facebook marketplace and plugins. These tools have their own individual merits that are worth understanding and exploring for the purpose of optimizing on the exposure they can effectively provide.

Plugins And Tools

Marketplace is basically a platform for buying, selling and generally the exchange of a variety of entities within the safety of known participants.

This platform of trusted and recognizable participants allows for the controlled environment to be less likely to have negative connotations affixed to the transactions.

The easily line of messaging friends and sellers and buyers about possible transactions is both a welcomed and desired element. These transactions can also be done on behalf of trusted parties with the same positive results.

Another interesting feature offered by this marketplace tool is the facilitation of being able to support charities with a percentage of the transaction revenue earned. This support for charities can usually generate more revenue as others become interested in being part of the process for creating the revenue.

Facebook social plug-in is another tool for quick and easy avenues to extend the reach and connection between the website visitor and the host for comfortable and beneficial interaction.

This sharing of information content will be instrumental in driving the desired percentage of traffic to the website being featured thus gaining more ways to keep track of the on going activities and exchanges.



CHAPTER 10

Facebook Targeting Secrets

When you first begin to target potential leads on Facebook you will begin to see how many options you really have. This can be incredibly overwhelming, but do not let it be. I recommend targeting one interest at a time, per ad to start with.

Below you will find some alternate options that can be combined with your interest based targeting. There are some real gems in here, so take a look and have at it.

1- Target New Generation

From the Millennials to the Baby boomers, you can target the hottest generation of this era.

▼ | **Generation**

Baby boomers (US)

Generation X

Millennials

Target Advertisers – Clothing / Fashion, Gadgets, Gaming, Media Houses etc

2- People with upcoming Anniversary

Reach out to people that have a special day coming in their life. Target people that have an upcoming anniversary.

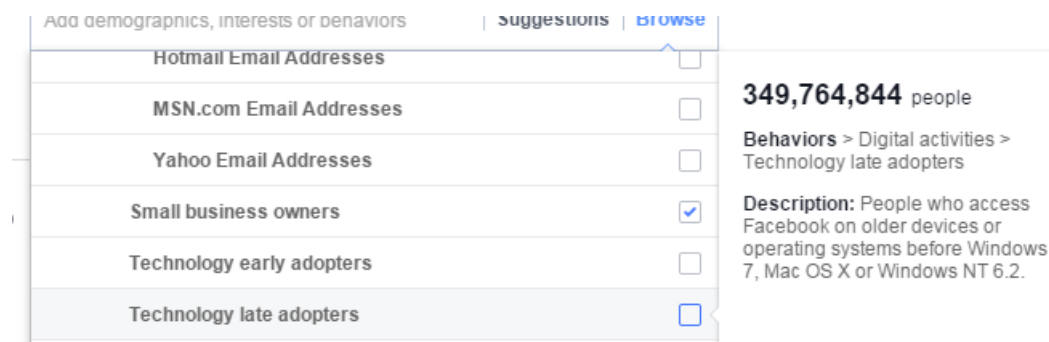
Anniversary within 30 Days

Target Advertisers – Greeting Services, Event Planners, Restaurants, Recreational Activities etc.

3- Target by their rate of Technology Adoption

If your product or service is too high-tech or even the

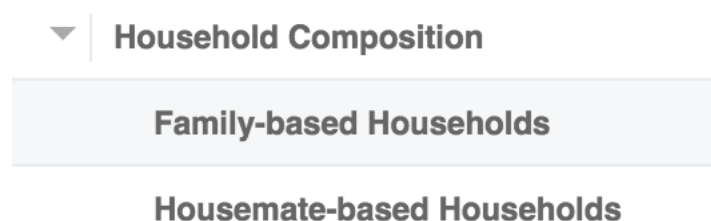
completely opposite, you can target audience on how they adopt technology.



Target Advertisers – SaaS, HighTech, Vintage, DIY etc

4- Target by household members

Now you can target your ad to people that live among a family or have separate households.



Target Advertisers – Kitchen Accessories, Home Appliances, Furniture, Cleaning Services etc.

5- Friends of People with Anniversary

Sometimes all you need is a small reminder to remember your loved ones anniversaries and special days. Target friends of people that have an upcoming anniversary.

▼ Friends of
Friends of Anniversary within 30 Days
Friends of Newly Engaged
Friends of Newlywed
Friends of Recently Moved
Friends of Upcoming Birthday

Target Advertisers – Greeting Services, Online Gift Stores, ECards, Event Management etc.

6- Target Small Business Owners

Facebook is home to hundreds and thousands of small business owners. If you are a banking, insurance or selling an app for small businesses, you can reach a broad number of potential customers.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Behaviors > Digital activities		
Small business owners		
Add demographics, interests or behaviors		Suggestions Browse
Hotmail Email Addresses	<input type="checkbox"/>	64,385,097 people Behaviors > Digital activities > Small business owners Description: People who list themselves as small business owners or own small business pages on Facebook
MSN.com Email Addresses	<input type="checkbox"/>	
Yahoo Email Addresses	<input type="checkbox"/>	
Small business owners	<input checked="" type="checkbox"/>	
Technology early adopters	<input type="checkbox"/>	

Connections ⓘ

Target Advertisers – Banks, Insurance, Freelancing Platforms, Web Hosting, Marketing Agencies etc.

7- Target people when they have a new job

Now using Facebook, you can target each individual that got a job recently.

New job

Target Advertisers : Photo Albums, Fashion / Clothing accessories, Online Learning platforms etc.

8- Target people in new relationships

Find and target people that are recently engaged or married and are building their relationships.

Newly engaged (1 year)

Newly engaged (3 months)

Newly engaged (6 months)

Newlywed (1 year)

Newlywed (3 months)

Newlywed (6 months)

Target Advertisers – Greeting Services, Online Gift Stores, ECards, Event Management, Restaurants etc.

9- Target people that create Events on Facebook

With Facebook Ads, you can target all people that have recently created an event on Facebook. This can be good targeting for businesses that deal in event management service.

Played game in last 3 days	<input type="checkbox"/>	5,737,925 people Behaviors > Digital activities > Event creators Description: People who have recently created a Facebook event.
Played game in last 7 days	<input type="checkbox"/>	
Played game yesterday	<input type="checkbox"/>	
Console gamers	<input type="checkbox"/>	
Event creators	<input checked="" type="checkbox"/>	

Target Advertisers – Event Planners, Caterers, Decorators, Entertainers, Movie Makers etc

10- Target people that traveled recently

Target all people that recently returned from travelling. Though there can be many businesses that can target recent travelers but if you are into photo album creation business than you can't miss out these people.

Commuters	<input type="checkbox"/>	33,707,955 people Behaviors > Travel > Returned from trip 2 weeks ago Description: People whose activities on Facebook suggest they returned from traveling within 2 weeks.
Currently traveling	<input type="checkbox"/>	
Frequent International Travelers	<input type="checkbox"/>	
Returned from trip 1 week ago	<input type="checkbox"/>	
Returned from trip 2 weeks ago	<input checked="" type="checkbox"/>	

Target Advertiser: Album Creators, Doctors / Physicians, Travel Agencies, Airlines etc

11- Target Parents

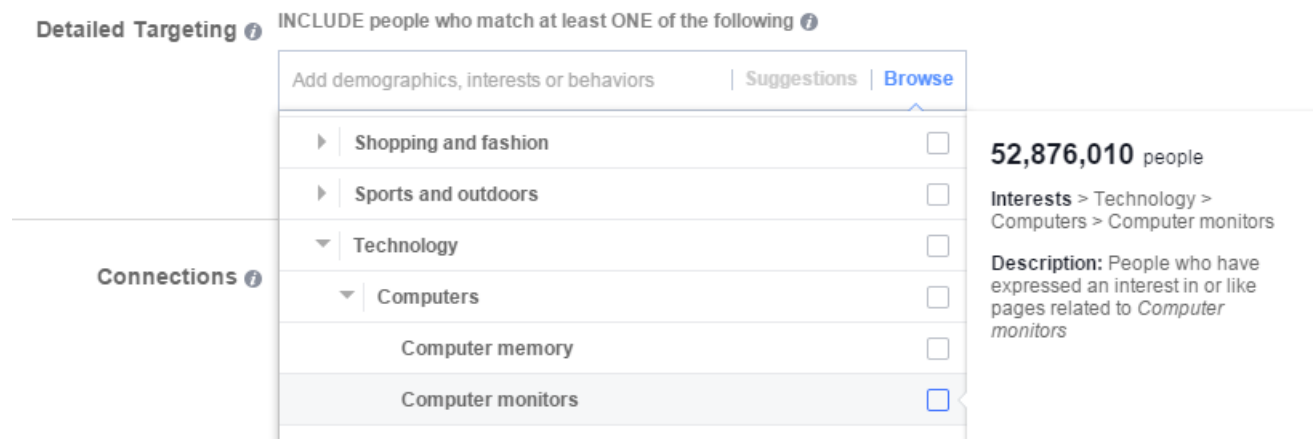
From couples that are just about to become parents to couples that are parenting for last 25 years, you can target all types of parents.

▼	All Parents
	(0-12 months) New Parents
	(01-02 Years) Parents with Toddlers
	(03-05 Years) Parents with Preschoolers
	(06-08 Years) Parents with Early School Age Child
	(08-12 Years) Parents with Preteens
	(13-18 Years) Parents with Teenagers
	(18-26 Years) Parents with Adult Children
	Expectant parents

Target Advertisers – Doctors, Hospitals, Schools, Colleges, Insurance, Travel Agents etc.

12- Target people on their Technology Interest

The technology targeting for Facebook Ads is vast. You can target ads based on the type of computing devices or consumer electronics they have shown interest in. Such as , you can target all people that have shown interest in Ebook Readers.



Target Advertisers : Hardware / Software Vendors, Cellphone Vendors, Ecommerce Stores, Online Services etc.

13- Target people based on their political interests

Want to segment and reach your audience based on political views? Facebook Ads let you weed out your audience on their political following too.

US Politics (Conservative)

US Politics (Liberal)

US Politics (Moderate)

US Politics (Very Conservative)

US Politics (Very Liberal)

Target Advertisers – Political Parties, Political Organizations, Media Houses etc.

14- Reach people using Facebook Payments Platform

This is a must have targeting for businesses that are selling something on Facebook or they have paid apps on Facebook. The Facebook Payments targeting enable you to reach all people that have recently made a payment, are high end of the spending or all people that have used the Facebook Payment Platform at least once.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors		Suggestions	Browse
	Console gamers	<input type="checkbox"/>	
	Event creators	<input type="checkbox"/>	
	FB Payments (All)	<input type="checkbox"/>	
Connections ⓘ	FB Payments (Higher than average spend)	<input type="checkbox"/>	
	FB Payments (Recent)	<input type="checkbox"/>	
	Facebook Page Admins	<input type="checkbox"/>	

875,272 people

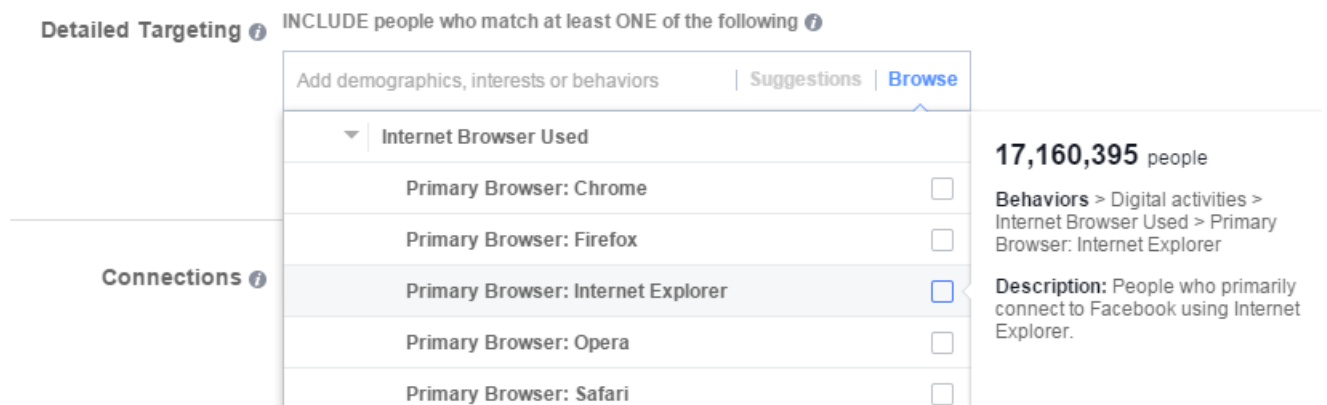
Behaviors > Digital activities > FB Payments (Higher than average spend)

Description: People who have spent more than \$100 on Facebook Payments platform in the past 3 months.

Target Advertisers – Facebook App Developers, Online Retailers, Ecommerce, Facebook Pages selling something etc.

15- Target on type of Browsers they use

If you have a Chrome or Safari Extension, you should really consider targeting your ads on the type of browsers used. This will enable you in laser targeting prospects that use only your preferred browser.



The screenshot shows the 'Detailed Targeting' section in Facebook Ads Manager. It is set to 'INCLUDE people who match at least ONE of the following'. A dropdown menu is open for 'Internet Browser Used', showing five options: 'Primary Browser: Chrome', 'Primary Browser: Firefox', 'Primary Browser: Internet Explorer' (which is selected and highlighted), 'Primary Browser: Opera', and 'Primary Browser: Safari'. To the right of the dropdown, it shows '17,160,395 people' and a 'Description: People who primarily connect to Facebook using Internet Explorer.' Below the dropdown, there is a 'Connections' section with a help icon.

Detailed Targeting		INCLUDE people who match at least ONE of the following
Add demographics, interests or behaviors Suggestions Browse		
▼ Internet Browser Used		17,160,395 people
	Primary Browser: Chrome	<input type="checkbox"/>
	Primary Browser: Firefox	<input type="checkbox"/>
	Primary Browser: Internet Explorer	<input checked="" type="checkbox"/>
	Primary Browser: Opera	<input type="checkbox"/>
	Primary Browser: Safari	<input type="checkbox"/>

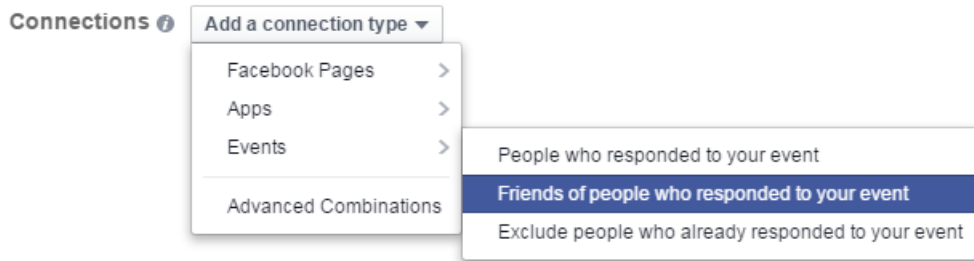
Behaviors > Digital activities > Internet Browser Used > Primary Browser: Internet Explorer

Description: People who primarily connect to Facebook using Internet Explorer.

Target Advertisers – Browser Extension Developers, Developer Tools, Productivity Apps etc

16- Target people that responded to your event

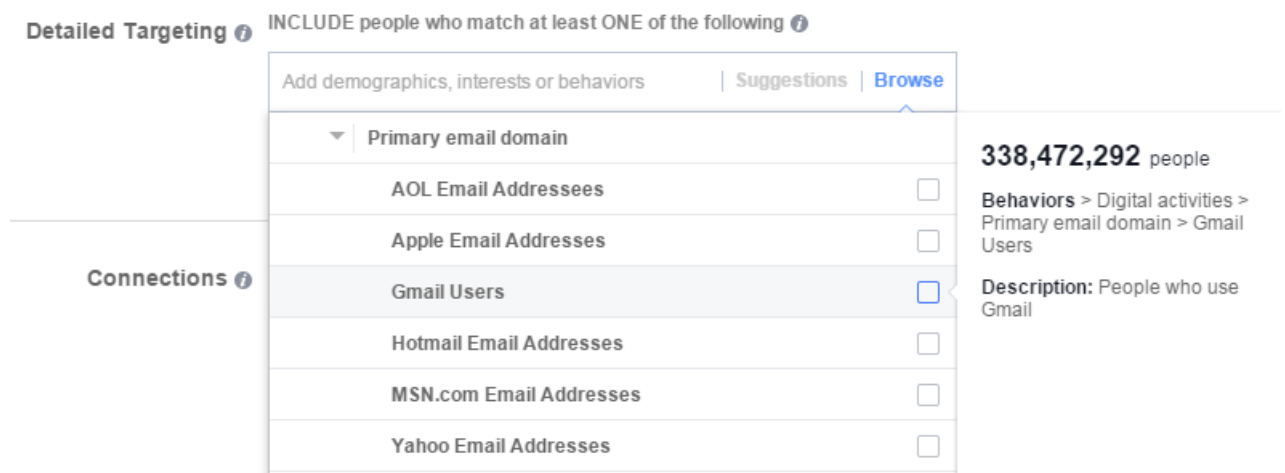
Similar to page likers and app users, you can target friend of people that responded and interacted with your event.



Target Advertisers – Event Creators, Event Managers, Webinar Organizers, Trade Shows etc.

17- Target people from their Email Domain

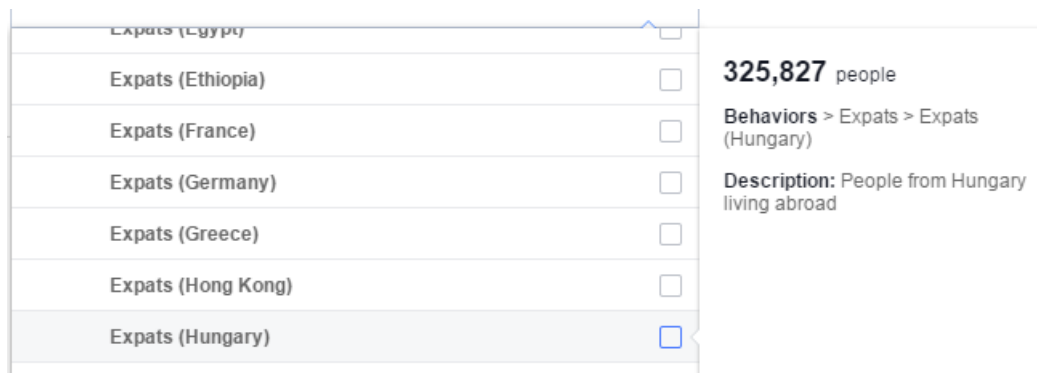
Do you want to target only Gmail or AOL users? With Facebook Ads Targeting, you can also target audience on the type of email service provider.



Target Advertisers – Autoresponder, Email Marketing Apps, Marketers, Email Apps etc

18- Target people living away from home

E-greetings, money transfer, communication, shopping, travel and more similar advertisers can easily target people living abroad and away from their hometown.



The image shows a screenshot of a Facebook targeting interface. On the left, there is a list of targeting options for 'Expats' from various countries. The 'Expats (Hungary)' option is selected, indicated by a blue square. To the right of the list, the following information is displayed: '325,827 people', 'Behaviors > Expats > Expats (Hungary)', and 'Description: People from Hungary living abroad'.

Targeting Option	Selection	Details
Expats (Egypt)	<input type="checkbox"/>	
Expats (Ethiopia)	<input type="checkbox"/>	325,827 people
Expats (France)	<input type="checkbox"/>	Behaviors > Expats > Expats (Hungary)
Expats (Germany)	<input type="checkbox"/>	Description: People from Hungary living abroad
Expats (Greece)	<input type="checkbox"/>	
Expats (Hong Kong)	<input type="checkbox"/>	
Expats (Hungary)	<input checked="" type="checkbox"/>	

Target Advertisers – E-Greetings, Online Services, Money Transfer, Travel, Insurance, Immigration Consultants, Restaurants etc.

19- Mobile device users by brand and device

Facebook reports more than half of its users access Facebook via their mobile device. Mobile Device Targeting by Facebook enables you to target audience based on the type of mobile device (brand, OS, features), tablet owners, new smartphone buyers and much more.

▼ Mobile Device User	38,270,178 people
▶ All Mobile Devices by Brand	Behaviors > Mobile Device User > Feature phones
▶ All Mobile Devices by Operating System	Description: People who access the Internet through a feature phone
All mobile devices <input type="checkbox"/>	
Feature phones <input checked="" type="checkbox"/>	
▶ Network Connection	
New smartphone and tablet owners <input type="checkbox"/>	

Target Advertisers – Mobile App Developers, Mobile Accessories Stores, Mobile/ Cellphone Vendors.

20- Friends of people that like your page

A person is most likely to engage with your ad or page, if their friend have. Using Facebook Connections Targeting, you can target people that are friends of people that like your page.

Connections ⓘ Add a connection type ▼

Facebook Pages >	People who like your Page
Apps >	Friends of people who like your Page
Events >	Exclude people who like your Page

Target Advertisers – Page Owners and all type of businesses.

21- Target by their Computer's Operating System

Similar to browser, you can also drill down to the type of operating system you audience is using. Perfect if you are selling a desktop application.

Detailed Targeting ? INCLUDE people who match at least ONE of the following ?

Add demographics, interests or behaviors		Suggestions	Browse
Operating System Used			
Primary OS Mac OS X	<input type="checkbox"/>	120,783,756 people Behaviors > Digital activities > Operating System Used > Primary OS Windows 8 Description: People who primarily connect to Facebook using Windows 8.	
Primary OS Windows 7	<input type="checkbox"/>		
Primary OS Windows 8	<input checked="" type="checkbox"/>		
Primary OS Windows Vista	<input type="checkbox"/>		
Primary OS Windows XP	<input type="checkbox"/>		
Primary OS Windows 8	<input type="checkbox"/>		

Connections ?

Target Advertisers – Computer Vendors ,Repair and Maintenance Service, Desktop Software Vendors etc.

22- Target Sporting Fans and Events

Does your business has potential in global sporting events? Use Facebook Seasonal And Events Targeting to reach audience that has engaged with content related to the mega sporting event.

Expats		141,010,311 people Behaviors > Seasonal and Events > Cricket 2015 Description: People who are engaging with content related to the big tournament.
Mobile Device User		
Seasonal and Events		
Baseball 2015	<input type="checkbox"/>	
College Football (US)	<input type="checkbox"/>	
Cricket 2015	<input checked="" type="checkbox"/>	
Fall Football (US)		
Holiday 2015	<input type="checkbox"/>	

Target Advertisers : Media Companies, Sports Team / Franchises, Event Organizers etc.

23- Target all type of Travelers

From frequent travelers, business travelers to people currently travelling, you can target all type of travelers.

The screenshot shows a targeting menu for 'Travel' with 836,276 people. The menu includes options for 'All frequent travelers', 'Business travelers' (selected), 'Commuters', 'Currently traveling', and 'Frequent International Travelers'. A description for 'Business travelers' states: 'Description: People who frequently take trips over 300 miles during the week, which indicates they likely travel for business.'

Travel	836,276 people
All frequent travelers	<input type="checkbox"/>
Business travelers	<input checked="" type="checkbox"/>
Commuters	<input type="checkbox"/>
Currently traveling	<input type="checkbox"/>
Frequent International Travelers	<input type="checkbox"/>

Behaviors > Travel > Business travelers

Description: People who frequently take trips over 300 miles during the week, which indicates they likely travel for business.

Target Advertiser: Album Creators, Doctors / Physicians, Travel Agencies, Airlines etc

24- Target people who used your app

Target audience that is friends of people using your app. They are most likely to interact with your app, if their friend is already doing it.

The screenshot shows the 'Connections' targeting menu. The 'Add a connection type' dropdown is open, showing options: 'Facebook Pages', 'Apps', 'Events', and 'Advanced Combinations'. The 'People who used your app' option is selected, with sub-options: 'Friends of people who used your app' and 'Exclude people who used your app'.

Connections ⓘ

Add a connection type ▾

- Facebook Pages >
- Apps >
- Events >
- Advanced Combinations

People who used your app

- Friends of people who used your app
- Exclude people who used your app

Target Advertisers – App Developers, App Testers, App Vendor.

25- Targeting made out of advanced combinations of connections

If you want to create a custom audience out of your connections and their friends, you can use Advance Combinations to create your own segmentation.

Connections ⓘ **Advanced Combinations** ▾ ×

People who are connected to ⓘ

Add a Page, app, or event

Friends of people who are connected to ⓘ

Add a Page, app, or event

Exclude people who are connected to ⓘ

Add a Page, app, or event

Save this audience

Target Advertisers – Any business that is looking for a very unique set of people.

Now that you've learned the basics of Facebook for business and the secrets, I suggest you opt-in for my "Facebook List Building Secrets" Ebook which will teach you how to make real money using retargeting strategies and email list building. This is where the real money is and I highly suggest that you use the real power of Facebook to build massive retargeting lists and email lists.