

# Top Facebook Targets for Print Companies

## Overview

We know it can be overwhelming dealing with online lead generation and the more money you spend trying that doesn't get results the less you want to try to find what actually works. What we did was put together this targeting model for Facebook that you can promote your services to people who will actually **WANT to get quotes from you!**

## The Targets

Below we have listed a go to audience that will get you more leads. This is the General Marketing Decision Makers list on Facebook. It consists of a location, age band and job titles.

The screenshot displays the Facebook targeting interface. On the left, the 'Locations' section is set to 'United States'. The 'Age' range is set to '22 - 60'. The 'Gender' is set to 'All genders'. The 'Detailed Targeting' section is expanded to 'Include people who match', showing a list of job titles under 'Demographics > Work > Job Titles': Assistant Marketing Manager, Marketing And Public Relations Manager, Marketing Assistant, Marketing Coordinator, Marketing Director, Marketing Officer, Marketing Vice President, and Sales & Marketing Coordinator. Below the list are options to 'Add demographics, interests or behaviors', 'Suggestions', and 'Browse'. A link to 'Exclude People or Narrow Audience' is also visible. On the right, the 'Audience Size' section shows a gauge indicating 'Your audience selection is fairly broad' and a 'Potential Reach' of 57,000 people. The 'Estimated Daily Results' section, based on a 7-day click and 1-day view conversion window, shows a 'Reach' of 6.5K - 19K and 'Conversions' of 53 - 152. A disclaimer at the bottom states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and...'.

## Geography

In our example we use the entire United States but recommend that you target your closest "large city" with a 35 mile radius or DMA (DMA refers to your Nielsen DMA region).

## Age

In our example we use the widest recommended range of 22 to 60. Anything lower or higher has a much lower return.

You may want to refine your target ages further if your messages are segmented.

## **Job Titles**

Not to be confused with Interests or Employers.

These are the actual job titles people have listed on their Facebook profiles.

- Assistant Marketing Manager
- Marketing And Public Relations Manager
- Marketing Assistant
- Marketing Coordinator
- Marketing Director
- Marketing Officer
- Marketing Vice President
- Sales & Marketing Coordinator
- Vice President of Marketing
- Vice President Sales and Marketing
- VP of Sales & Marketing

## **Population**

Using the criteria we've selected there is an estimated target population of 57,000 people.

If you refine the geography to your area it's likely to be closer to around 2,500 - 5,000 depending on where you are located.

## **What you should expect**

If you are promoting content that points prospects to a downloadable asset, quote landing page or asks them to call you will see an increase in leads for your print company!

## **Have any questions?**

If you try this out for yourself or you have questions contact us to learn more.

You can contact...

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