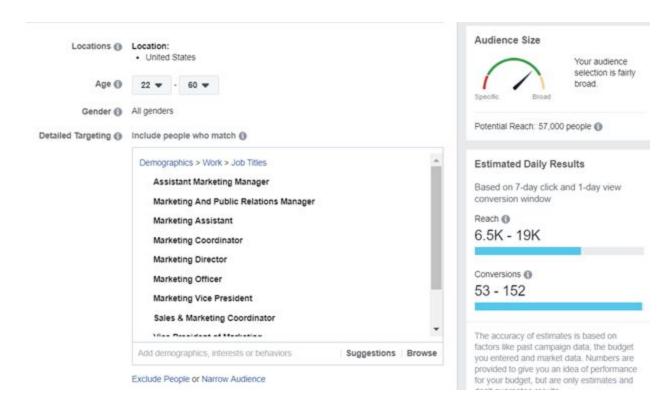
Top Facebook Targets for Print Companies

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.



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...

John Bracamontes at

john@acumenstudio.com