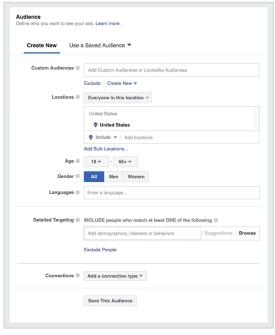
## LEARNING SUMMARY

## SOCIAL MEDIA ADVERTISING: FACEBOOK - CREATE AD SETS

## 1. TARGETING OPTIONS ON FACEBOOK





- Locations (by country, state, city, zip code, or the area around your physical business); you can include/exclude certain locations
- **Age** (define a range)
- Gender (all, men or women)
- Languages Detailed Targeting (demographics, interests, behaviors etc.; browse pre-defined options or search)
- Connections (people who do/don't like your page)
- Custom Audience (target specific users by uploading contact information, website traffic, app activity, or Facebook engagement)
- Lookalike Audience (target users who are similar to your existing customers or Page fans)

## 2. BUDGET & SCHEDULE

- Budget: Choose between a Daily or Lifetime Budget for your Ad Set
- Schedule: Run ads continuously or with a set start and end date
- Advanced Options:
  - Optimize Ad Delivery (for Clicks, Impressions or Reach)
  - Bid Amount (Automatic or Manual [Facebook recommends bid range])
  - When You Get Charged (Impressions, Clicks or Actions)
  - Ad Scheduling (run ads all the time or limited to certain weekdays/times)
  - **Delivery Type** (Standard or Accelerated, i.e., as quickly as possible)

