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)

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