



AUDIENCE TARGETING

WHAT IS THE STARTING POINT OF MARKETING?

The starting point is the identification and awareness of your "target audience", and how to reach out to them.



WHAT IS THE NEXT STEP AFTER IDENTIFYING YOUR TARGET AUDIENCE?

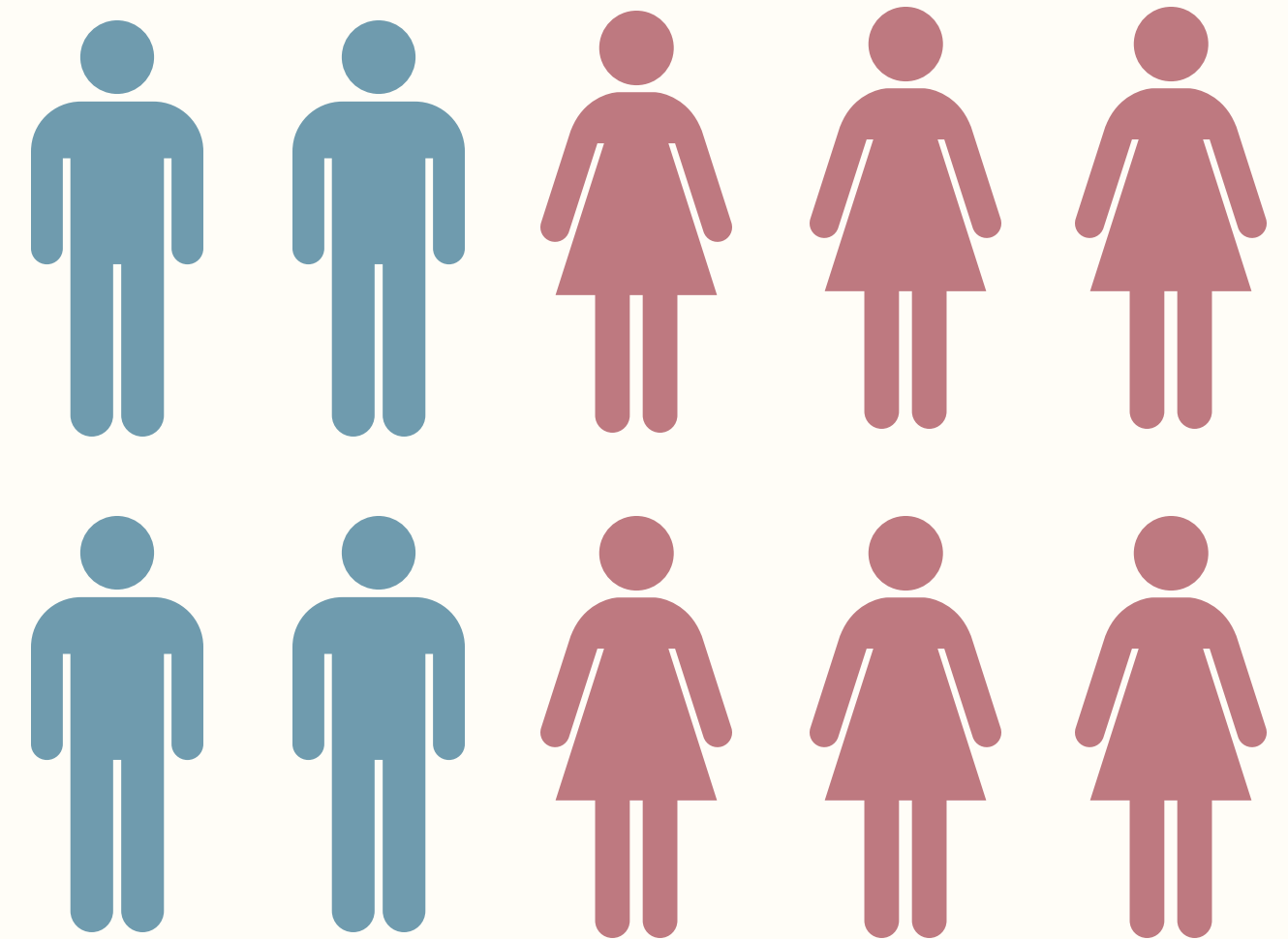
The next step is, it's essential to reach as many people as possible after you have identified your target audience.

WHAT IS A TARGET AUDIENCE?

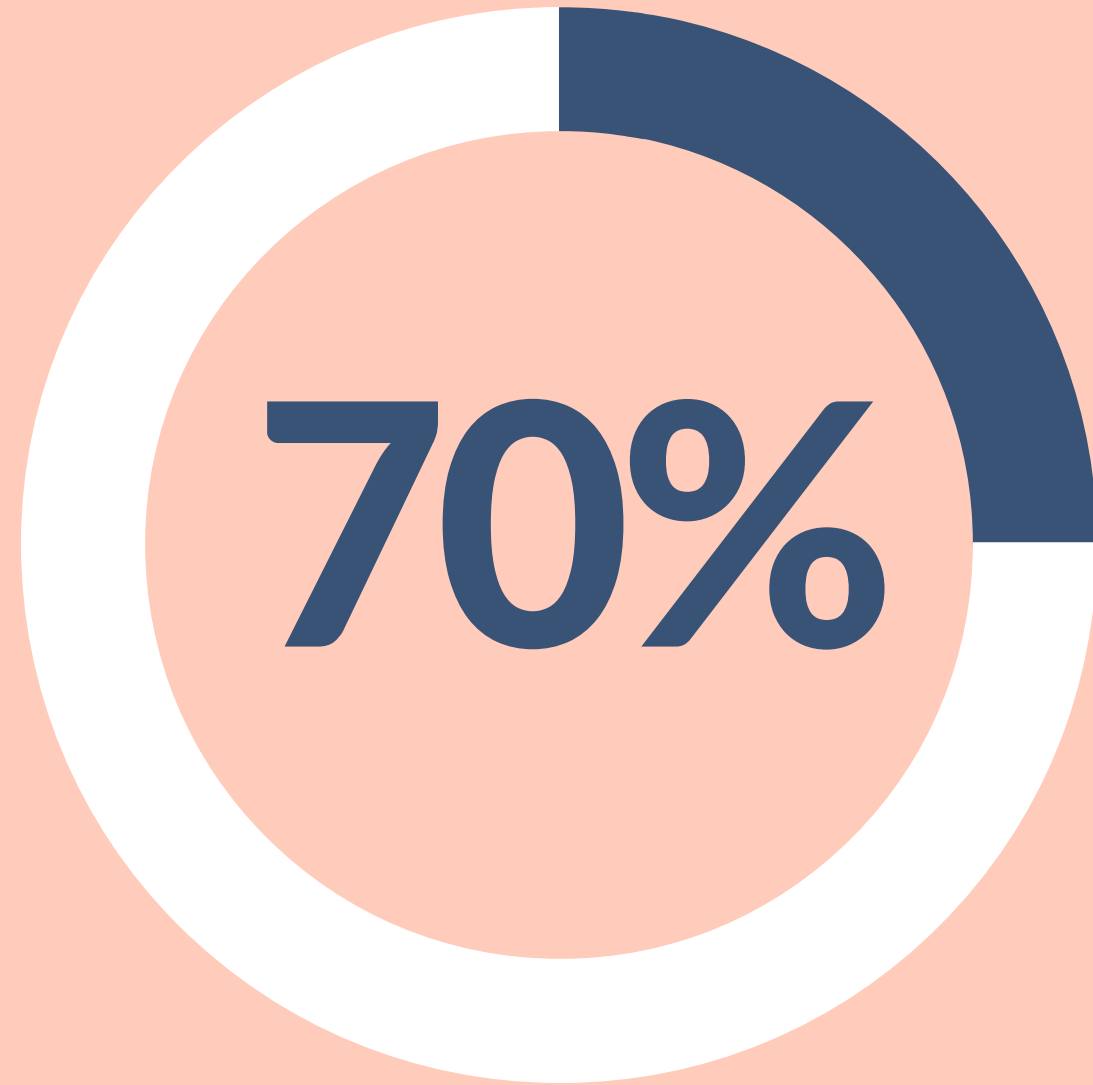
A target audience is the demographic of the inhabitants who show interest in the product or the service that you offer.

Most preferred channels of targeting your audience are –

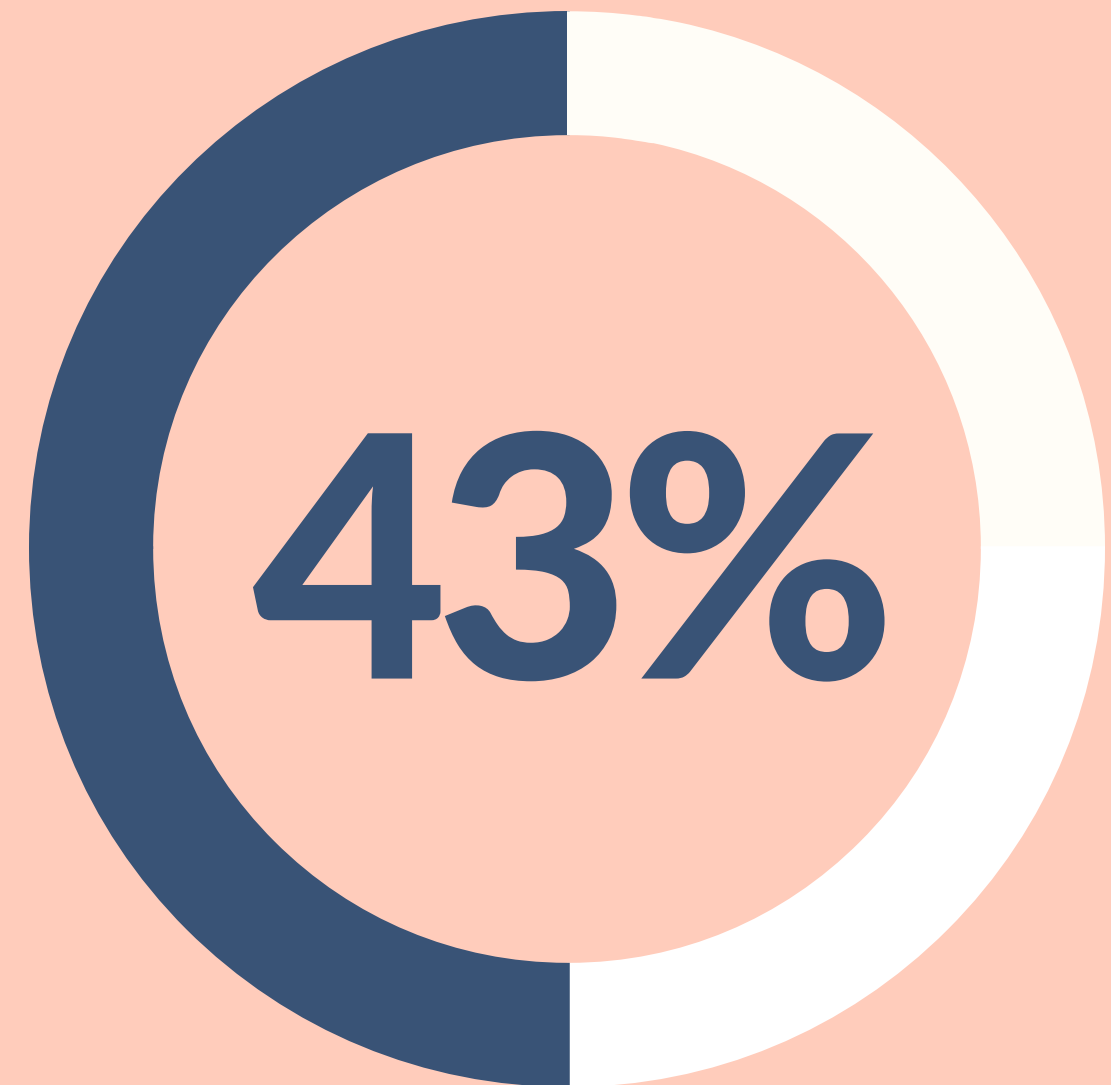
Facebook Ad targeting and Google Display Network are the most preferred channels of targeting in advertising that are being used by most of the companies today for better ROI.



SOME STARTLING NUMBERS



**of U.S. Facebook
users access the
social website
everyday**



**users log on
numerous
times per day**

HOW EFFECTIVE ARE FACEBOOK ADS?

Facebook ads produce 22 billion clicks each year with an unbelievable reach of active monthly users.



HOW DOES FACEBOOK ADS HELP?

- Facebook Ads grow audience reach consistently.
- Data on Facebook helps grow Custom targeted Audiences
- These Audiences pull quality traffic

WHY IS GOOGLE DISPLAY NETWORK POPULAR?

- # It places banner ads on Google web properties that include YouTube, Blogger, Gmail, etc.
- # It is also on the network of more than 2 million other websites
- # It allows marketers to display ads along with text, video, audio etc.

WHAT IS THE GROWING CHALLENGE IN AUDIENCE TARGETING?

The growing complication of the path-to-purchase makes targeting a constant challenge.

WHAT SHOULD MARKETERS STRIVE TO DO?

Marketers must be ready to test new opportunities with a view to professionally reach those who are most likely to convert

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

DISCOVER