



Make Your *Social Media Advertising* Go Further with the **RIGHT AUDIENCE**

WHAT ARE SOCIAL MEDIA ADVERTISING AUDIENCES?

Social Media Advertising Audiences are the “who” social media advertisements are delivered to. Different platforms have slightly different criteria for targeting an audience, but each allows you to narrow their user base and pick who sees your advertisements. While each platform has slightly different criteria for their audiences, Facebook/Instagram, LinkedIn, and Twitter each offer the ability to filter a targeted group of users, the ability to upload your own contact list, and the ability to expand on a pre-existing audience by finding their users that closest resemble the users in the audience.

Finding the Right Social Media Platform

Businesses often use a combination of social media platforms. Understanding the nuanced differences of each platform provides insight for messaging and audience building.



- Facebook and Instagram advertising are combined on one platform.
- Facebook is a more personal social media platform, while Instagram is dedicated entirely to photos and videos.

- LinkedIn is the dedicated professional social media platform.
- Users look to connect on LinkedIn with customers, collaborate with industry peers, & find new opportunities.

- Twitter is the platform dedicated to short and succinct posts.
- Many users go to Twitter to get the most up-to-date news & stories.



WHAT TO CONSIDER WHEN BUILDING AN AUDIENCE

Know Your Campaign Goal

When building an audience, advertisers need to keep in mind the ultimate goal for an ad campaign. Are you trying to send people to purchase something online, to sign up for a webinar, or to download a case study? Each of these outcomes could impact the build of your audience.

Audience Size Matters

With the vast number of filters and the ability to upload your own contacts, advertisers can easily narrow their audiences too far. Each platform has their own requirements for a minimum amount of people in an audience, although they all recommend having a substantially larger audience size than the minimum. Twitter and Facebook ads both have tools in their ads builder to help make sure your audience is the optimal size. LinkedIn recommends audiences are over 300,000+ members for their sponsored content, between 60,000 and 400,000 members for their text ads, and less than 100,000 for their Message Ads.

Privacy is Key

Especially when building an imported audience, make sure you have permission to use the data you are using to generate the audience. Violating privacy laws is a surefire way to make sure your ad campaigns are unsuccessful.

BUILDING AN AUDIENCE

By narrowing the targeting criteria, advertisers can ensure their ads are delivering to the people most likely to engage with their advertisements and purchase their products or services.

Targeted Audiences - These are the audiences that are built by selecting from a wide criteria of traits such as location, interests, or behaviors to filter the social media platform's users.

Lookalike Audiences - These audiences take pre-built audiences, such as from a customer list or website visitors and compile a larger audience populated with the most similar users.

Imported Audiences - These audiences are built from a database of customers or accounts, such as a customer list or website visitors and allow advertisers to target that predefined group.



| | Targeted Audience | Lookalike (cloned) Audience | Imported Audience |
|----------|--|--|--|
| Facebook | Saved Audience - FB allows you to target users based on a wide variety of criteria including location, age, gender, languages, connections, and detailed targeting such as demographics, interests and behavior. | Lookalike Audience - FB allows you to create a similar audience from a Custom audience (created with FB pixel, mobile app, or fans of a FB page). The lookalike audience is filled with FB users who share the common qualities of the source audience. The smaller the Lookalike Audience, the more similar the audience is. | Custom Audience - FB allows you to create an audience from your already existing customers. This type of audience can be built from an uploaded customer list, from website or app traffic, or from engagement on Facebook. |
| LinkedIn | LinkedIn Targeting - LinkedIn allows you to build an audience from a large list of criteria including location and language, job experience, company details, education, interests, and demographics such as age or gender. | Lookalike Audience - LI expands targeting from an existing Matched Audience by using their proprietary algorithm to compile LinkedIn users who share similar characteristics. | Matched Audience - LI allows you to advertise to people familiar with your brand building an audience from website targeting, account targeting, or uploaded contact lists. |
| Twitter | Interest Targeting - Twitter allows you to target users based on 25 interest categories and 350 sub-topics. Additionally twitter advertisers can target based on age or gender, device, language, location, or keywords. | Follower Look-Alike Targeting - Twitter allows you to target audiences with similar interests to followers of other twitter accounts. Twitter recommends including at least 30 accounts to get a robust audience size. | Tailored Audience - Twitter allows you to reach people already interested in your brand by uploading a list of email addresses, mobile advertising IDs, twitter @handles, or twitter user IDs. |