

## Instagram Advertising Targeting Worksheet

Targeting your ads to the right users is key to achieving success with your campaigns. You want to ensure your ad is being shown to the right target audience. Use this worksheet to guide you to finding the right demographics for your ad.

Ways you can target ads on Instagram:

_____	_____
_____	_____
_____	_____
_____	_____

Do you want to target by location? This might be specific zip codes, travel destinations, countries or states.

_____	_____
_____	_____
_____	_____
_____	_____

Next let's think about your demographics.

Which gender are you targeting...or are you? \_\_\_\_\_

What age are you targeting? Note: If you choose a specific age range and the person hasn't defined their age within Facebook, they won't see your ad. Age ranges include:

13-17  
18-24  
25-34  
35-44  
45-54  
55-64  
65-100

Will you filter by birthday? \_\_\_\_\_

If so, do you want your ad to display to people on their birthday? \_\_\_\_\_

Will you have a special offer for someone's birthday who clicks on your ad? \_\_\_\_\_

What will your offer be? \_\_\_\_\_

Will you target specific likes, interests, entertainment or shopping habits? Look at their profiles, pages and posts to see what they like.

_____	_____
_____	_____
_____	_____

Is their relationship status a part of your target? Are they married, in a relationship, single, engaged or widowed? Do they have kids? Are they empty nesters? How old are their children?

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What behaviors do they have that fit your ad?

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Will specific life events be part of your target? Are they getting married? Buying a home? Going to college? Having a baby?

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What is their education? In College? College graduate? High school? Graduate school?

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Is their workplace a necessity for your ad? Which company do they work for? Are they self-employed? Work from home? A freelancer?

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Now you can create a customized audience. This will target people who have similar interests as your main audience, perhaps have visited your website or some other specific list. Decide the type of audience that best serves your needs. Which of the four main types of audiences will you use:

1. Saved audiences are the beginning type.
2. Custom Audiences lets you target your newsletter subscribers, leads or app users or based on website traffic.
3. The lookalike audiences let you reach people who are similar to your existing customers. This makes them more likely to convert.
4. Value based audiences help you reach people who resemble your current high-value customers.

Begin by creating a saved audience if you are just getting started. Which demographics will you use to define the audience?

- Location
- Interests
- Age

- Gender
- Languages
- Behaviors
- Demographics
- Connections to pages

Do you want to create retargeting audiences by specific terms?

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Do you want to target landing page visitors & offer a small discount to incentivize them?

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Do you want to target those who have made past purchases?

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Do you want to target blog readers by sharing your latest posts on Instagram to lead more to your blog?

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Should you promote to your current Facebook and Instagram followers? Who else?

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Are there specific custom audiences you want to exclude who have already purchased and have already seen your ads?

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Does your specific niche Instagram ad offer match a specific target audience? If not, what demographic do you need to change?

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