Webinar 2 - Implementation Checklist

Pinpointing Your Ideal Customer

Facebook Page Insights

- [ ] Are there significant variances in age range, gender or region?
- [ ] Are there significant variances in the demographics of your followers, people reached, and people engaged?

Twitter Insights

- [ ] Are there significant variances in age range, gender or region?

Google Analytics

- [ ] Are there significant variances in age range, gender or region?

Facebook Ads Manager Insights

- [ ] Examine the profile of your followers, saved audiences, and custom audiences - are their significant variances in demographics, interests and other data between these audiences
- [ ] Are there significant variances between the findings here and the findings from your Facebook Page, Twitter and GA? Why might that be?
- [ ] Assess your proposed interest targeting and discover more about your audience
- [ ] Create relevant saved audiences from your findings to use for your adverts
- [ ] Use a survey to learn more about your customers - use an incentivised Facebook competition to increase submissions

General

- [ ] Use this form to learn more about your audience https://goo.gl/forms/Q7SHCrrSCpyewEPh2

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