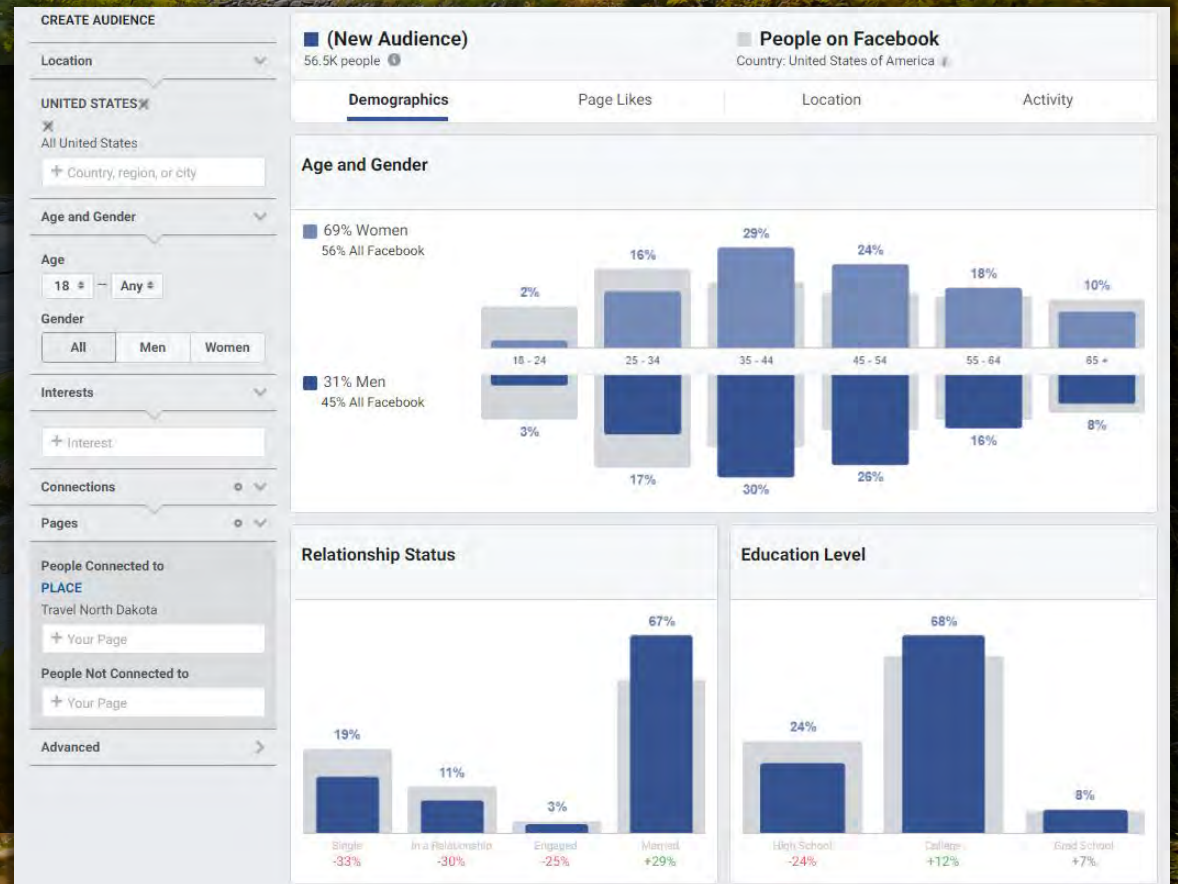


Using Facebook's Audience Insights Tool to Target More Effectively

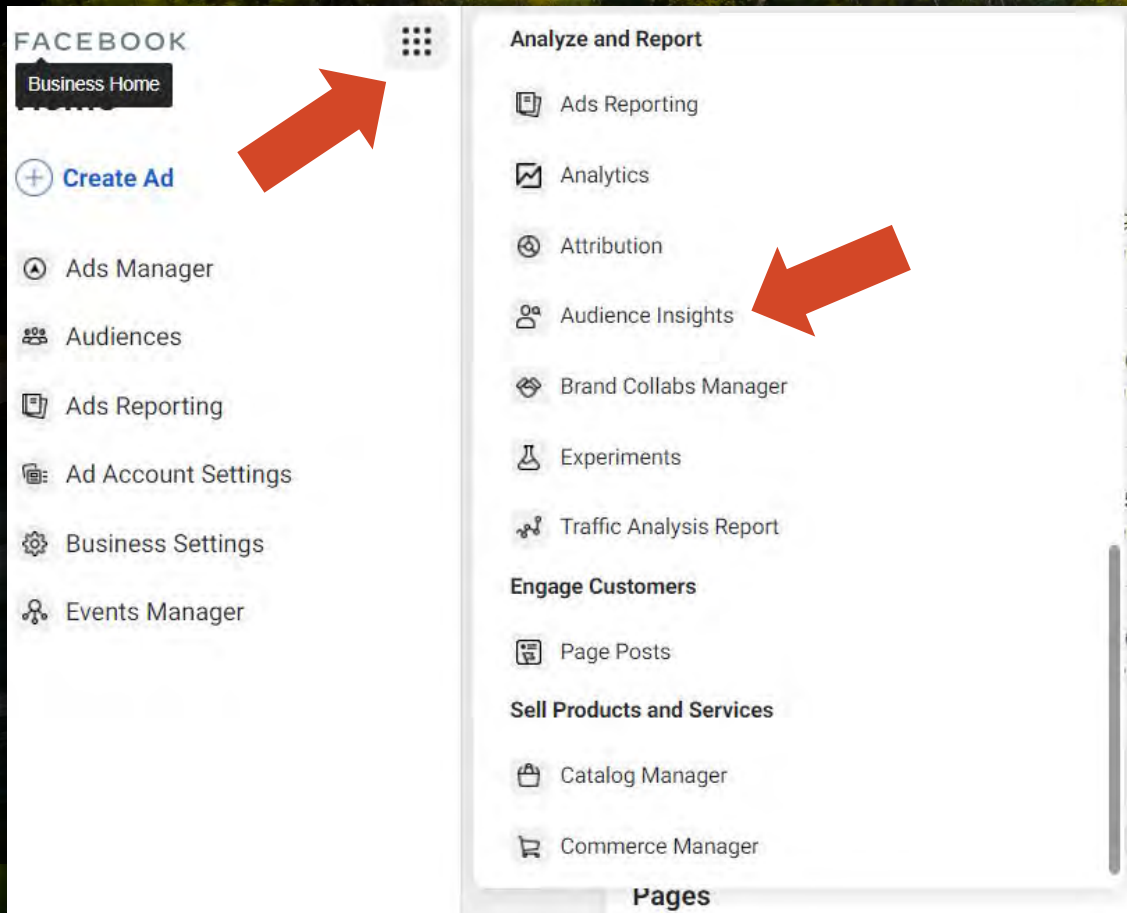
Facebook Audience Insights is a free and highly useful tool marketers can use to learn more about not only their audience, but the entire Facebook community.

In this tutorial we will show you how you can use this tool to discover what niche interests your fans have and how you can use those to make your ad campaigns more effective.



#1

First, make sure you have Facebook Business Manager!



Even if you don't plan to do any advertising, FB Business Manager is an incredibly useful tool for researching analytics, scheduling and interacting with your audience. Plus it is free and easy to use! Sign up for your own account [here](#).

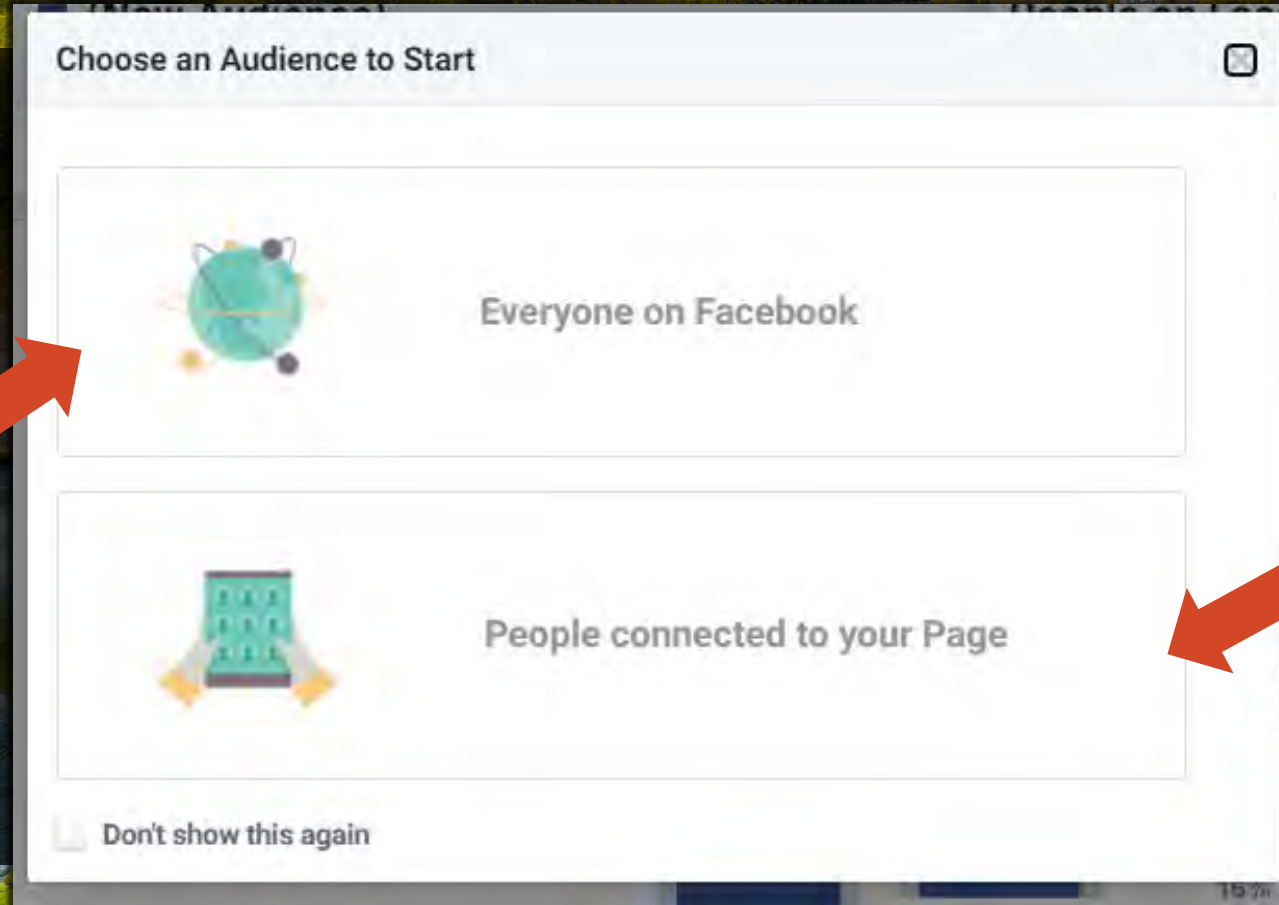
Now if you're new to Business Manager, you might get a little overwhelmed at the number of tools they provide. Audience Insights can be found in two clicks.

1. Click the checkerboard icon in the left column on your business home page.
2. Scroll down to "Analyze and Report" and click "Audience Insights".

#2

Choose right away which audience type to start with.

Choose “Everyone on Facebook” if you are trying to discover new audiences that might be interested in your brand.



Choose “People Connected to your Page” to learn more about your current audience, and if your account is large enough, your ideal customer. You can use this to help your content strategy and build campaigns that re-engage your current fans.

By just clicking "People Connected to your Page" you can get tons of insights.

Job Title	Selected Audience	Compare
Government Employees (Global)	3%	+50%
Management	19%	+27%
Farming, Fishing and Forestry	6%	+20%
Administrative Services	29%	+16%
Arts, Entertainment, Sports and Media	10%	+11%
Transportation and Moving	11%	+10%
Business and Finance	11%	+10%
Education and Libraries	14%	+8%
Healthcare and Medical Services	16%	+7%
Production	18%	+6%

Page	Relevance	Audience	Facebook	Affinity
Experience North Dakota	1	10.1K	24.9K	14269x
North Dakota Living	2	5.6K	13.9K	14118x
Pride of Dakota	3	6.1K	15.2K	14054x
Governor Doug Burgum	4	6.5K	23.5K	9797x
Bismarck Event Center	5	5.4K	19.8K	9549x
Medora, ND	6	12.3K	45.9K	9479x
Papa's Pumpkin Patch and Papa's Polar Patch	7	7.1K	28.8K	8705x
Only In North Dakota	8	17.3K	71.2K	8584x
Visit Fargo-Moorhead	9	5.3K	22.1K	8388x
North Dakota Department of Transportation	10	6.8K	29K	8329x

Rank	Category	Pages
1	Nonprofit Organization	Experience North Dakota
2	Book & Magazine Distributor	North Dakota Living
3	Business Service	Pride of Dakota
4	Government Official	Governor Doug Burgum
5	City	Medora, ND
6	Farm	Papa's Pumpkin Patch and Papa's Polar Patch
7	Tourist Information Center	Visit Fargo-Moorhead • Explore Minnesota Tourism
8	Media	Fargo Monthly
9	Community	Yes, North Dakota is A State • North Dakota Going Blue • North Dakota Memes
10	Media/News Company	Only In North Dakota • The Bismarck Tribune • Only In Minnesota • You Betcha

Top Professions

-You'll notice a gray and blue bar in this graph and throughout insights. Blue is your audience and gray is FB's overall. You can use this to determine strengths and weaknesses within your audience.

Top Page Likes

*prioritize these pages to interact with since your audiences is already showing interest!

Affinity Definition : how likely your audience is to like a given page compared to everyone on Facebook.

Top Categories

#3

Start testing!!!

There are endless audiences you can test within insights. The trick is to keep your targeting specific and niche in nature or else your research might not yield results. So let's use this in an example.

Say we are wanting to promote a new piece of content titled "Girls Weekend Fishing Trip" to female anglers in Minnesota.

1. Location: Minnesota
2. Gender: Women
3. Interests: Fishing
4. People Connected to: Travel North Dakota

The screenshot shows the Facebook 'CREATE AUDIENCE' interface with the following settings:

- Location:** UNITED STATES (with an 'X' to remove), Minnesota (with a search input field containing '+ Country, region, or city').
- Age and Gender:** Age: 18 - Any; Gender: All, Men, Women (with 'Women' selected).
- Interests:** SPORTS AND OUTDOORS > OUTDOOR RECREATION; Fishing (with a search input field containing '+ Interest').
- Connections:** People Connected to PLACE; Travel North Dakota (with a search input field containing '+ Your Page').
- Pages:** People Not Connected to (with a search input field containing '+ Your Page').
- Advanced:** (with a right-pointing arrow).

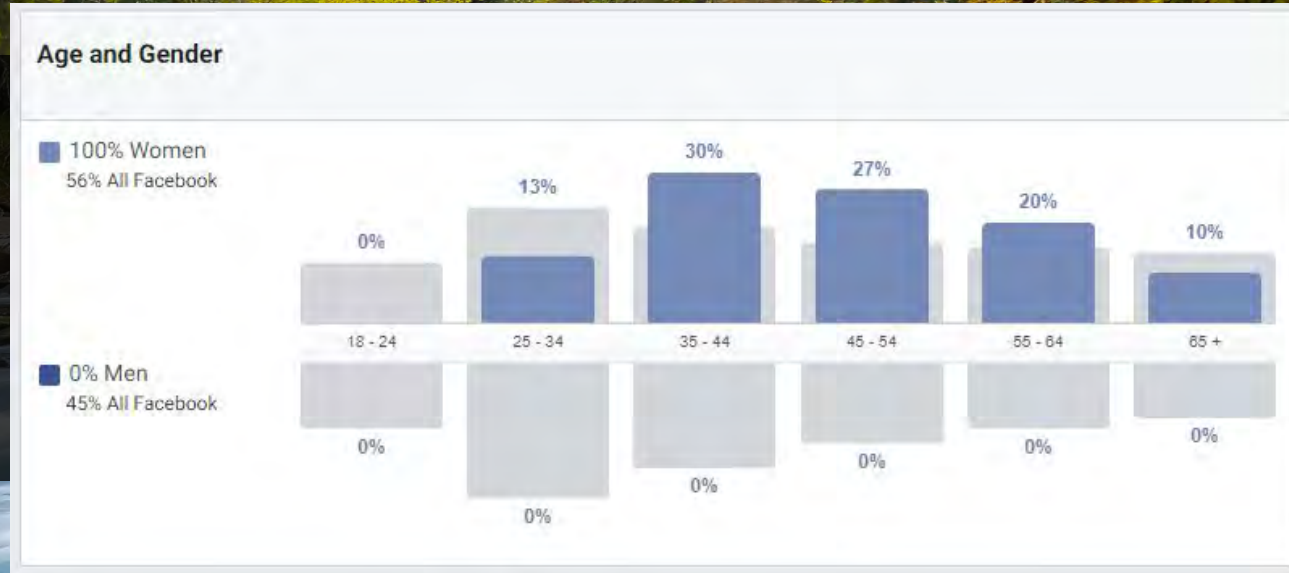
Four red arrows point to the following elements: the 'Minnesota' location selection, the 'Women' gender selection, the 'Fishing' interest selection, and the 'Travel North Dakota' connection selection.

#4

Research and save audiences you want to test.

Page	Relevance [?]	Audience	Facebook [?]	Affinity [?]
Uniquely Minnesota	1	663	19.4K	22401x
Visit Detroit Lakes MN	2	628	18.6K	22087x
Life In Minnesota	3	422	14.4K	19179x
Great Places Minnesota	4	444	20K	14516x
The Nature Conservancy in Minnesota	5	467	21.6K	14181x
Minnesota Traditions	6	708	33.8K	13740x
North Shore Visitor	7	368	19.5K	12374x
Carlos Creek Winery	8	542	30.2K	11780x
Visit Fargo-Moorhead	9	393	22.1K	11637x
Minnesota Grown	10	495	30.7K	10577x

See More



Insights will automatically update its data to show you what this audience looks like. You'll get multiple types of demographic, location and activity insights. You might be surprised by what you see! Save these audiences to reflect or act on later if you spot anything of real potential.

#5

Put your research to the test!

Top Categories		
1	Travel Company	Uniquely Minnesota ▪ South Dakota Tourism
2	Geographical Place	Visit Detroit Lakes MN
3	Community	Life In Minnesota
4	Environmental Conservation Organization	The Nature Conservancy in Minnesota ▪ Minnesota Traditions
5	Local & Travel Website	North Shore Visitor ▪ Ghosts of North Dakota
6	Winery/Vineyard	Carlos Creek Winery
7	Shopping Mall	West Acres
8	Education	Help Me Grow MN
9	Tourist Information Center	Great Places Minnesota ▪ Visit Fargo-Moorhead ▪ Visit Brainerd ▪ Visit Duluth
10	City	Visit Saint Paul ▪ Medora, ND

[See All](#)

Based on the results you can test multiple different audiences within the same ad campaign. For example:

1. We can try and get ahead of the competition by targeting those with interests in South Dakota.
2. We can target those who have recently traveled to Detroit Lakes, MN.
3. Or you can even try location targeting Brainerd, Duluth, St. Paul and multiple other areas.

And this is just one area of results Audience Insights gives you! Now put them up against each other in a campaign and find out where the most potential lies!



Thanks for reading! If you have any questions or anything else you would like to learn more about, please email Alicia Jolliffe at ajolliffe@nd.gov

Click on the icons below to follow North Dakota's Tourism social channels here. Use the hashtag #BeNDLegendary or tag us so we can build up North Dakota together!

