



FACEBOOK ADS  
**TARGETING CHEAT SHEET**



# Facebook Ads Targeting Cheat Sheet

Targeting the wrong audience will leave you frustrated, waste ad spend, and have little to zero conversions. When spending money on advertising, it's important you are reaching the audience most likely to buy what you are selling. This Facebook Ads Targeting Cheat Sheet will help you research and find that audience.

In this video you will learn:

- How to use the Audience Insights tool
- How to discover your demographics
- How to find niche-related interests to target with your Facebook promotions
- Real examples using the Yoga niche
- Tips, tricks, and secrets to uncovering highly passionate people in your niche market that are most likely to buy

After you complete this video training, you will know how to use our Targeting Cheat Sheet to research over 60 category types for any niche.

Congratulations! You now know how to research and target the people most likely to buy niche-related products on Facebook.

## IMPORTANT LINKS AND RESOURCES

### **SIGN UP TO SUNFROG AND BECOME AN ARTIST AND OR SELLER**

<http://bit.ly/2n1u8eF>

### **SUBSCRIBE TO THE OFFICIAL SUNFROG YOUTUBE CHANNEL**

Be the first to watch new videos released from SunFrog on the SunFrog YouTube channel.

<https://www.youtube.com/user/sunfrogshirts>

### **LEARN FROM WORLD-CLASS INSTRUCTORS AT YOUR OWN PACE AT THE SUNFROG ACADEMY**

Learn from the best and sell more products online inside the SunFrog academy.

[academy.sunfrog.com](http://academy.sunfrog.com)

### **JOIN THE SUNFROG ACADEMY FACEBOOK GROUP**

Network with fellow online entrepreneurs and t-shirt sellers inside the SunFrog academy Facebook group. Share tips, tricks, ideas, and case studies. Together we are stronger.

<https://www.facebook.com/groups/750888361594576/>

### **LIKE AND FOLLOW THE SUNFROG SELLER FAN PAGE**

Always stay up to date with the latest news from SunFrog by following the SunFrog seller fan page. We release official announcements, promos, and new product releases on the seller fan page.

<https://www.facebook.com/SunFrogSellers/>

### **JOIN THE SUNFROG SELLER AND ARTIST EMAIL NEWSLETTER**

<http://bit.ly/2o9IWle>

### **SUNFROG OVERVIEW:**

SunFrog is the largest online t-shirt platform in the world.

We offer a platform that connects both artists and sellers around the world.

You can earn as an artist by uploading your art onto products through our product designer and earn a commission when those products sell.

You can earn as a SunFrog seller. Advertise any of our millions of designs from the SunFrog marketplace and earn a seller commission by adding your seller ID at the end of any product page URL. No need to create your own products; you can promote any product from within the marketplace.