



# HOW TO RESEARCH AND TARGET BUYERS **ON FACEBOOK**



# How to Research and Target Buyers on Facebook

When paying for advertisements on Facebook, you want to make sure you are targeting the ideal customer—the person who is most passionate about the niche you are promoting. If you research buyers' interest ahead of time, you'll find the people who are most likely to purchase your product. You can then target them with ads on their Facebook feeds.

## Research and Target Buyers:

- How to get your offer, what you are selling, in front of your ideal customer on Facebook
- How to narrow down your audience to people who are most likely to purchase
- How to find the most passionate buyers in your niche on Facebook
- How to use the detailed targeting tool in Facebook manager
- How to know what type of interest to target when you are just getting started
- How to dig deep into a broad audience to find the buyers' interest
- How to use Google search to research buyers' interest to target on Facebook

Once you complete this training, you will know how to research buyers' interest so you can promote your products with Facebook advertisements.

Congratulations!

You now know how to research and target buyers on Facebook with your advertisements.

## IMPORTANT LINKS AND RESOURCES

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

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

### **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.