



Audience Targeting Secrets

WORKBOOK

**Find Your "Holy Grail" Audience...
the Right Person on the Right Device at the Right Time
People That are Actually Interested in
Your Programs, Products and Services**



[LISAMREED.COM](https://www.lisamreed.com)



Hi, I'm Lisa
Your Facebook & Instagram
Ad Strategist

**I Specialize in Combining the Power of
Organic and Paid Strategies to Help Coaches,
Consultants and Other Service Providers**

- **Generate High Quality Leads,**
- **Book More Calls and**
- **Sign More Clients**

**So That You Can Focus On What You Love...
Helping People and Having a Bigger Impact**

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AUDIENCE TARGETING

Why It's Important



Audience targeting is exactly what you'd expect: The practice of using data to segment consumers by demographics or interests in order to find the holy grail that is the right person on the right device at the right moment.

With Audience targeting and relevant messaging, you're more likely to reach people that are interested in your product or services. It also decreases the odds of wasting ad spend on people that just won't convert.

The better you know who your ideal client is, the more successful your Marketing Campaigns will be!

TARGETING RESEARCH

*Audience
Targeting
Secrets*

*Find Your Perfect
Audience of Clients*

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TARGETING RESEARCH QUESTIONS

Who are your competitors...Big and small?

Who are celebrities/influencers in your niche? People or companies

What tools/software does your ideal client use?

Any other information?

TARGETING RESEARCH QUESTIONS

What associations/groups are they a part of?

What people/brands have the same audience/ideal client?

What books/authors does your ideal client read/follow?

Any other information?

TARGETING RESEARCH QUESTIONS

What hobbies/activities does your ideal client like to do?

What magazines/blogs do they read?

What Podcasts do they listen to?

Any other information?

MORE ON AUDIENCES

As you use your research to build out your perfect Audiences, here are some tips and things to keep in mind.

1

AUDIENCE SIZE

I recommend anywhere from 500,000 to 2 million

2

TYPES OF AUDIENCES

There are 3 different types of Audiences you can create...Custom Audience, Lookalike Audience, Demographic/Interest Based Audience

3

NUMBER OF AUDIENCES

I recommend you create 4 new Interest Based Audiences every month and test them. I also recommend that you create new Custom Audiences and Lookalike Audiences every month.

4

TESTING AUDIENCES

I like to test Audiences with Video View Ads because they're cheap and you can build a warm Audience at the same time

5

WARM VS. COLD

A Cold Audience is one that doesn't know who you are or what you do. Interest based and Lookalike Audiences are Cold Audiences

Warm Audiences have interacted with you and/or your business in some way.

Custom Audiences created from email lists, people who have engaged with your page and/or posts, visited your website, opted into a lead magnet, watched a video

CLIENT LOVE

“

I'd recommend Lisa to anyone. She really helped me out with some recent problems I was having with an Ad Campaign that would not convert. She didn't try to pitch me and really knows her stuff!. I've gone from zero leads to 9 new customers in just 2 hours! I'd recommend her to anyone. Thanks again Lisa!
- Nicola G.



“

Lisa has supported me with so much since I found her post. I have learned how to use video, how to attract customers to me, how to brand myself, she helped me to define my goals and vision, most important people are joining my program. I have gone from spamming to now attracting 700 plus leads consistently from each promotional post that I put out. I am making a name for myself on social media because I found one post from Lisa Reed. I feel grateful to be a student and a friend.
- Michelle C.



“

I chose to work with Lisa because of her Simple Teaching Style. I needed simple so I could stay on track. I am so happy I did because now I have the skills to grow my business and my audience and I have the results I was looking for, especially the financial results that happened in a very short time. I'm now getting 200-300 people into my challenges each week!
- Yolanda K.



NEED A MARKETING STRATEGY TO GET MORE CLIENTS?

Want to get started with Facebook/Instagram Ads but not sure where to start...what to say or how to say it?

Or, maybe you've tried Ads but they just didn't work for you.

Leads are the life blood of your business but people can't do business with you if they don't know you exist or can't find you.

I know it can be a struggle to get consistent leads and clients.

That's where I come in!

Let me help you by designing a marketing strategy specifically for you and your business so you can book more calls, sign more clients and fill your programs!

**Request your Facebook/Instagram
Strategy Session below**



I WANT MORE CLIENTS!

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