

Download a copy of the slides for today's webinar

<http://www.fbmacademy.com.au/atreaty/>

So you can take notes as we go

Webinar will kick off at 10.10am (just to give everyone time to download/get coffee/get notes etc)

Ad Targeting



with John Hellaby

Who is John Hellaby?



CHECK MY  HOUSE PRICE.COM.AU



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Ad Targeting

What we'll cover

- ❖ Why it's important to target your ads properly
- ❖ Demographic & Geographic targeting
- ❖ Interest based targeting
- ❖ Interest targeting for real estate
- ❖ Live demonstration



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Targeting your ads properly

- ❖ Gets your ads in front of a more qualified audience
- ❖ Allows you to tailor your message
- ❖ Gives you a far higher relevance rating
- ❖ Costs less to run your ads



Demographic & Geographic Targeting

You can target by:

- ❖ Postcode, suburb, city, pin drop
- ❖ Age, gender, relationship status
- ❖ Financials, home ownership & much more



This is how you beat the big guys



Domain

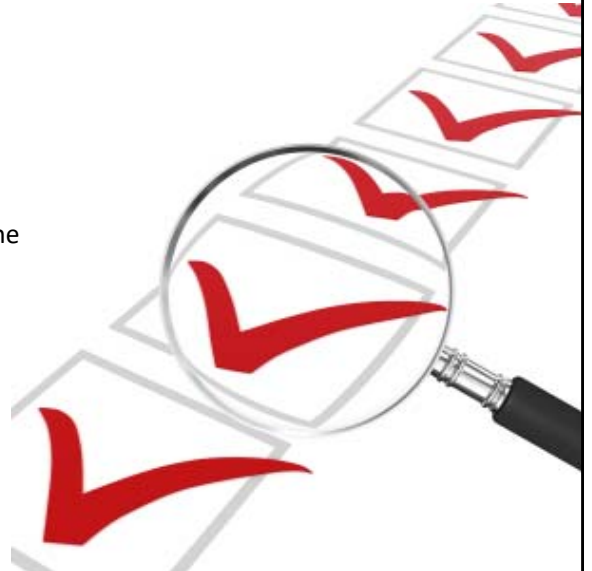


They have to win a war and you only have to win a battle

Interest based targeting

Interest based targeting works by

- ❖ Targeting people based on their online behaviours
- ❖ Targeting people based on their self identified interests
- ❖ Targeting people based on 3rd party data linked to their online footprint



Interest targeting for real estate

Think about

- ❖ Peoples online behaviours in the lead up to selling
- ❖ What are they searching?
- ❖ What are they engaging with?
- ❖ Put yourself in their shoes
- ❖ What has happened recently in their lives?



