14 FACEBOOK
HIDDEN NICHE AUDIENCE IDEAS
TO SELL YOUR PRODUCTS

design◯mate

Facebook is the leading social media platform that accounts for a vast potential market for an enterprise's online advertisements. According to the Facebook report, there are around 2.13 billion active users of Facebook around the world. That's why Facebook is an essential channel for an enterprise to advertise on. But many enterprises are facing challenges in standing out of the crowd in terms of generating revenue for their unique services and products they offer from their competitors. One of the probable reasons is targeting general audience instead of a niche audience. Marketers also face difficulty when they set target audience based on Demographics, Behaviors and Interests, as there are a lot of options available on Facebook while selecting target audience.

To approach this problem, we have come with a list of ideas on how you as an enterprise can target the hidden niche audience to increase the sale. Targeting niche audience, website owners can decrease their Facebook marketing cost and improve ROI and conversion rate.

1. TARGET **BIRTHDAY AUDIENCE ON FACEBOOK**

To increase the sale of your products you can use the strategy named birthday months. The target audience will be peoples whose birthdays are in the specific.
For Example, you might have seen the advertisements of the t-shirts written with 'special people are born in February' these shirts are appealing to the ones who have a birthday in the month of February for buying them.

Such ads can be advertised by Recreational stores, Cake houses, gifts and accessory stores.
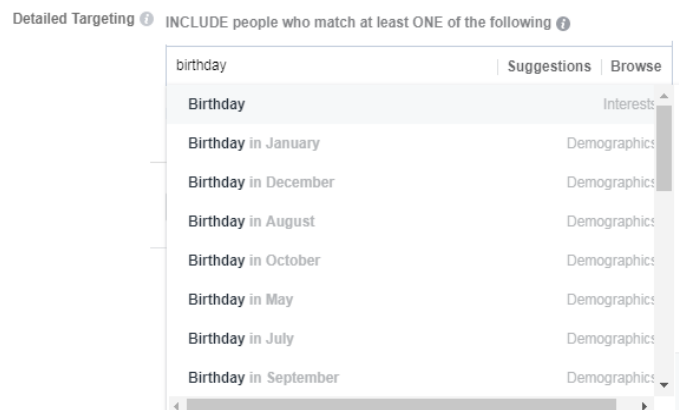
2. TARGET **FACEBOOK ADMIN**

You can target only Facebook admins for increasing your sales. For instance: there are a lot of people who want to run Facebook campaigns for their fan pages and their self-employed businesses to reach out to the right set of people. Facebook targets such people to run their marketing campaigns. Another example is marketing managers who run Facebook campaigns for their company may be the target audience for a graphic design company as they may require some graphics or info-graphics for the same. They also may set an audience who can be targeted by SEO (Search Engine Optimisation) tool providing firm for a social media campaign.
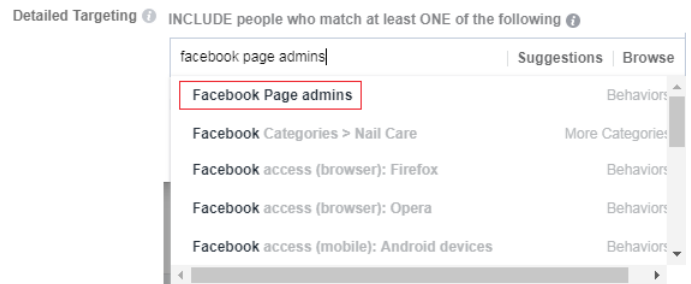
3. TARGET **ACCORDING TO RELATIONSHIP STATUS**

You can target the audience on the basis of the relationship status of the users. Have you ever thought this can also work? Yes! It can. You can boost your products sell based on this criterion.

For instance: For an event ad, suppose couple entry cost is 500 bucks whereas bachelor entry is 800 bucks. So, this ad will more loudly appeal to the couples to participate in the event as they are getting a huge discount.

Let's see another case on how this ad strategy can work. Tourism companies can target audience based on their relationship status. If they are offering trips for couples, then for them target audience must be having relationship status as in a relationship, married and engaged but not others. You might wonder that marketing ad can be run targeting audience based on their interest. We came across a case study, in which the marketing ad was targeting the men who were interested in men only. The ad was on promotion of mask of face-pack. Because of this ad the product sold in a large amount.
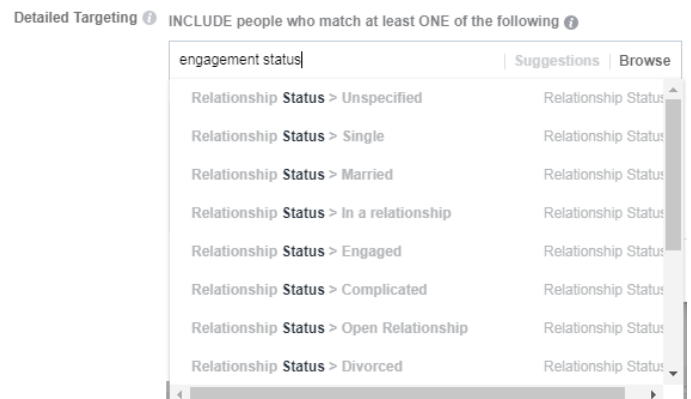
4. TARGET FACEBOOK PURCHASE BEHAVIOUR AUDIENCE

An ad can also target people based on their purchasing behaviour. It may include the set of customers who buy on monthly basis such as buying grocery for a whole month, or who buy apparels once in a six month or year or the people who buy a specific item from Facebook only.

For instance: a person who buys only fresh fruits and vegetables as soon as they arrive in the store. An online grocery store can advertise their products depending on such behaviour of people. A person who buys furniture from Facebook only, for furniture houses he may set out to be their qualified customer.

5. TARGET PARENTS

You can also target audience based on their parenting years or according to the age of their child. For example, a kinder garden ad will only be useful for those parents who have their child age between 2 and 4 years. Similarly, a clothing firm selling baby clothes and accessories can directly target parents with the toddlers. On the other hand, if we talk about targeting moms of different categories. Then, Mothers who want to stay fit will be a right target audience for the fitness clubs which may be available online or offline.

6. TARGET CLOSE FRIENDS

Nobody can be left out of this strategy as everyone in this world has close friends having birthdays and anniversary on some day of the year. Everyone of them buys gifts for his or her close friends for their special life's events such as anniversary or birthday.

7. TARGET **MOBILE DEVICES**

For an enterprise, a right set of an audience can be identified by the mobile devices that people use. They may be divided in the following manner:

People having different companies' devices such as Samsung or Lenovo

People having different types of devices like Android, window phones, tablets, iPad and so on.

E.g.– An apple servicing store must target only Apple device users, not others.

8. TARGET **ACCORDING TO INCOME**

Your right set of the target audience can be categorized on the basis of income. There are different income group people available on Facebook.

For example: For luxurious hotels, target audience must be higher income group people. In the same way, luxurious home decor, are only bought by the people who fall in higher income group category hence, for such decor firms the target audience are those people only.

9. TARGET **ACCORDING TO COMPANY SIZE**

A target audience set may be companies based on their size. Suppose, you run a company which provides co-working space so, your target audience must be start-ups having the strength of 10-15 people or so. If you are a firm that sells machines like computers, laptops, printers in bulk then you must promote your product by making a right strategy that will be a win-win situation for both buyer and seller. You can target large size companies for larger sales.

# 10. TARGET **ACCORDING TO BROWSER**

People use different browsers according to their convenience and liking. There are certain add-ons which are available for specific browsers only. A software service provider will target the audience who use specific web browser that supports his software (s) only.
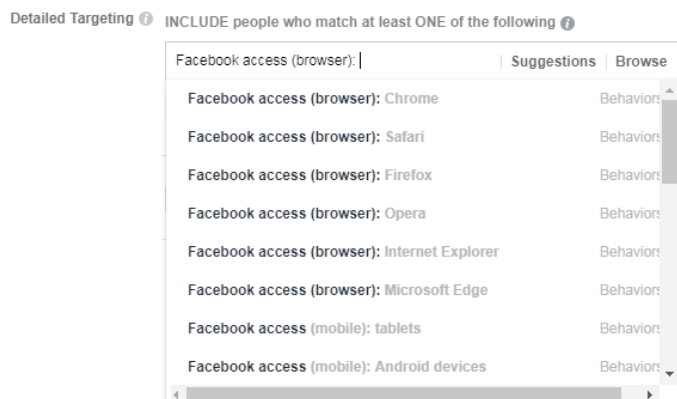
The target audience may be set based on their preference of operating system (OS) this is one of the behaviour based on which one can target the right audience for his business. People who use windows that will be the right target audience for the other windows products such as Microsoft Office, Microsoft video player but no other OS.
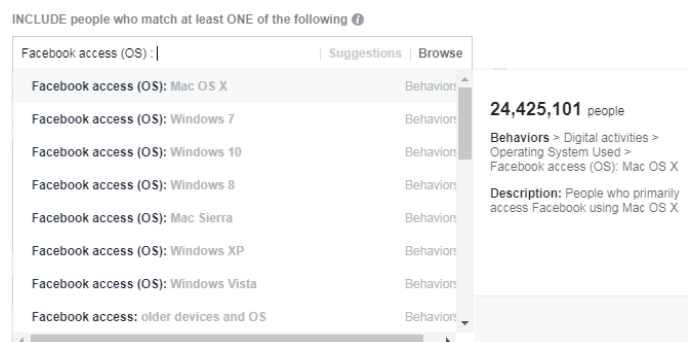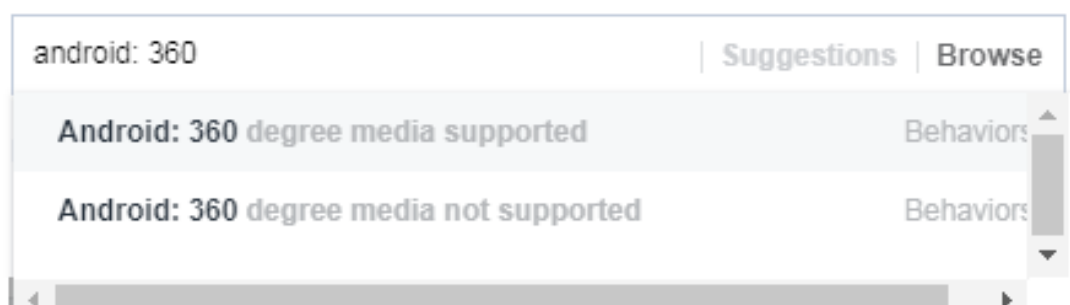

You can also target network type
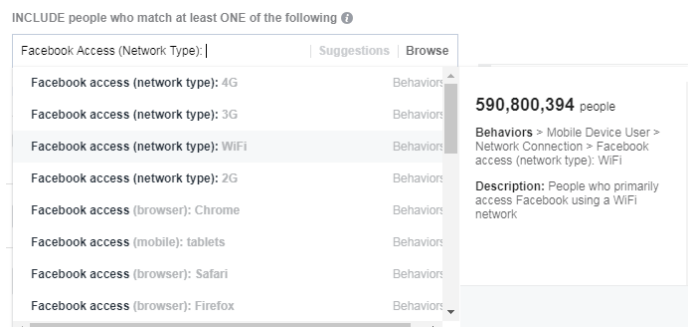

11. TARGET **ANDROID USERS**

For selling video games or videos or other featured films which can only run on an android 360 devices. In this case, the target audience will be only Android users.

12. TARGET **EMPLOYEES ACCORDING TO THEIR WORK**

For a firm, a target audience can be based on the profession of the people. Marketing managers on Facebook set out to be the target audience for SEO tool and service providing companies, and digital marketing companies. Similarly, companies providing tools for CRM (Customer relationship management) such as CMS (Customer management system), and sales force management tool, their target audience will CRM manager and sales manager respectively.
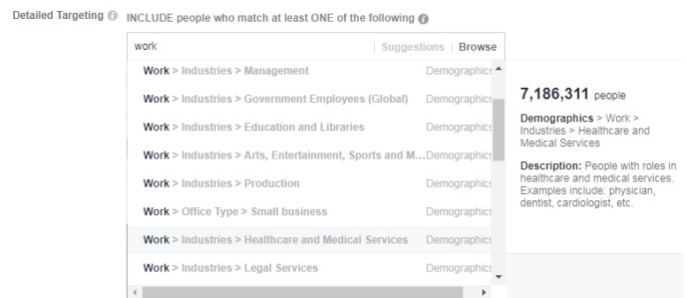
13. TARGET **AUDIENCE ON THE BASIS OF THEIR HOUSEHOLD STATUS**

There are products available that are used by only grandparents such as helping sticks, wheelchairs, hearing aids, some specially designed mobile phones with buttons and there is a long list. Firms marketing these products can directly set their target audience as the household's composition with grandparents.
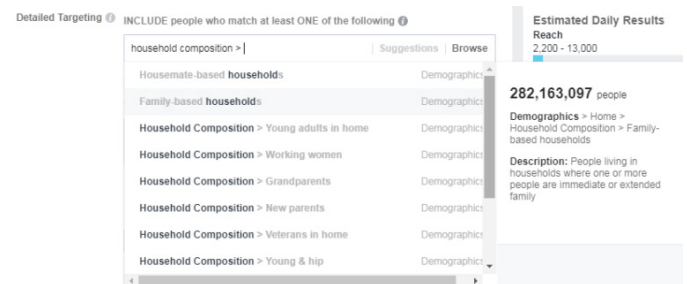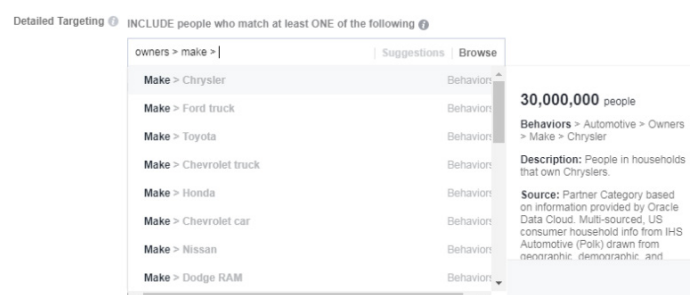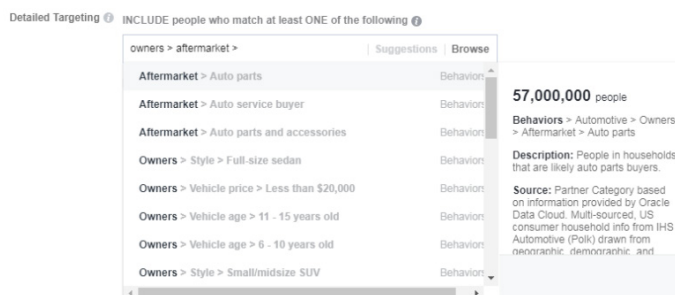

14. TARGET **AUTOMOBILE AUDIENCE**

One can target the owners of different automobiles based on the following facts like:
• Type of cars such as sedan or SUV
• Company of car such as Honda, Scoda
• Pricing of the car
• Age of the automobile and so on

For instance: For an enterprise dealing in Honda (say) accessories, the right set of the target audience will be those who own Honda cars only. Targeting any other car owner will not be of any use.

BONUS

While choosing the niche audience you can choose from a number of advanced features available on Facebook. With the help of these you can find the interest of people and target them, below is the example showing people who are interested in Jewelry.

The options are:

1. Exclude people: You can always exclude the people to whom you don't want to show your ads.

2. Narrow Audience: You can also use the narrow audience that will allow the people who you want to show your advertisement.

Detailed Targeting ⓘ   INCLUDE people who match at least ONE of the following ⓘ

Interests > Shopping and fashion > Fashion accessories

Jewelry

Add demographics, interests or behaviors | **Suggestions** | **Browse**

and MUST ALSO match at least ONE of the following ⓘ   ✕

Behaviors > Purchase behavior > Buyer profiles

Shoppers

Exclude People ⇨

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Narrow Further

EXCLUDE people who match at least ONE of the following ⓘ   ✕

Demographics > Work > Employers

Narrow Audience ⇨

ShopKeep

Add demographics, interests or behaviors | **Browse**

3. Connection Type: You may select audience by connection type will help you identify the audience who liked your page, who used your app, who respond to your event and so on.

Facebook Pages	>	People who like your Page
Apps	>	Friends of people who like your Page
Events	>	Exclude people who like your Page
Advanced Combinations		

Connections ⓘ   Add a connection type ▾

Facebook Pages	>	
Apps	>	People who used your app
Events	>	Friends of people who used your app
		Exclude people who used your app
Advanced Combinations		

Connections ⓘ   Add a connection type ▾

Facebook Pages	>	
Apps	>	
Events	>	People who responded to your event
		Exclude people who already responded to your event
Advanced Combinations		

Connections ⓘ   Add a connection type ▾

These are only some examples we have discussed here, you can make combinations of those as well to select your niche target audience. Setting specific audience helps you in cost-cutting as Facebook charges you according to the size of your target audience. As size increases cost increases so, to reduce the cost narrow down the size of the audience and select them wisely according to your marketing campaign and product. This is really effective and will lead to the conversion of clients with the higher ROI.

12 FACEBOOK

AD CONTENT IDEAS CAN MAKE
YOU STAND OUT OF THE CROWD

Entrepreneurs always are in search of the tactics that can boost sales to run their business and most importantly to make revenues. But, due to a lot of competition today it is becoming very difficult to promote products through right ad contents that keep your customers with you and amplify sales. That's why we are here to tell you 12 Facebook advertisements content ideas that will help to retain your customers, attracting new customers and hence boost your sales

Before starting to make a note of some important points, you must have in your ad to get the highest likes, reviews leading to higher conversions.

- • Keep your ad clear, crisp and short
- • Keep the headline containing only five-six words
- • Link post and description with only 14-15 words
- • Images in the ads must be clear, eye-soothing and sync with the purpose of the ad
- • Try to use as less content as you can, only 20% of the ad must contain text words.

1. OFFER DISCOUNTS

Customers are always attracted to buy things on discount. Discount on products, for the time being, will boost your sales instead of harming revenue. Give discount more often on your products. Discount Facebook adswill gain more likes, will increase salesthrough Facebook, and help in maintaining a good customer relationship and creating better brand value. Also, discounts allow you to monetize your inventory. Here, monetize means you can sell your old inventory at high discounted price.
Keep your discount ad simple, to the point, highlighting discount percentage and the product you are discounting on.

2. USE COUPON CODE

A coupon code is a modern way to give discounts in this era of digitization and mobile applications. When we buy something we always look for coupon codes at Google. Now with the help of such Facebook ads, the coupon code will become more accessible to the people.Coupon code hasa bundle of benefits associated with it. Theseare:

- Encourage customers to return
- Make your clients loyal to you
- Attract new customers
- You can try as well as promote new products

Facebook is the best medium to display your coupon codes ads. You can display coupon codes on your Facebook page too. Don't forget to mention the code clearly, its expiry and percentage of discount that you are providing
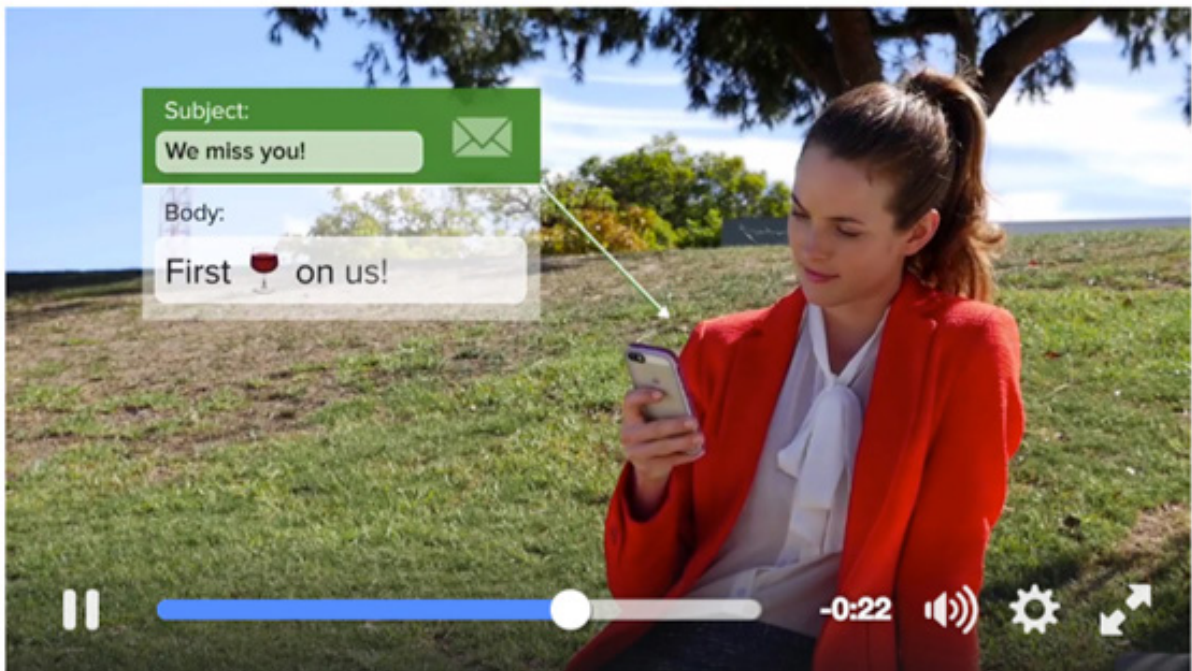
3. TRY **VIDEO ADS**

A video is the exciting and interesting medium to promote your products. Videos on Facebook are the future of content marketing. According to a survey of customers, videos are more engaging than texts.People remember more what they see instead what they read. Make videos that have interesting, creative and heart touching stories so that people can relate to themselves. If people connect with your video they will hit the like button, comment on it and may share it too. Increased likes and reviews will lead to creating brand awareness and increasing sales in future.

Make sure that your video is short, promoting your product creatively. The video may contain how your product is the solution to some problems. Through video, even you can show the working of the product. For example, if you are advertising any application in a video, you can show how it is helpful and how it works.

4. INTRODUCE **MESSAGE BUTTON**

Create an ad with the message button on it. The ad content must encourage the user to message you. The basic objective is that you have to provoke the thoughts of the user so that he is bound to message you. For this, you may ask questions they might face in their daily life and solution to which is related to your product. This button will provide ease to the user and will save time as it will not re-direct the user to the landing or website page. Through this also the user will be encouraged to message as many users avoid interacting as they find the process time taking including filling out some form and so on.
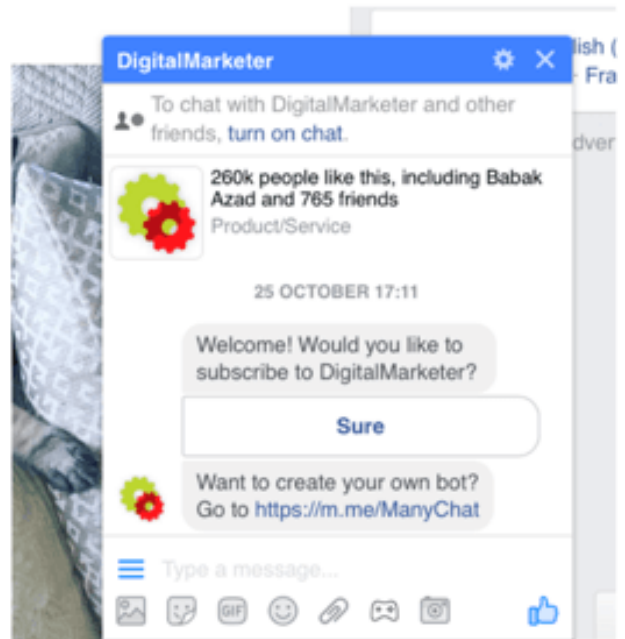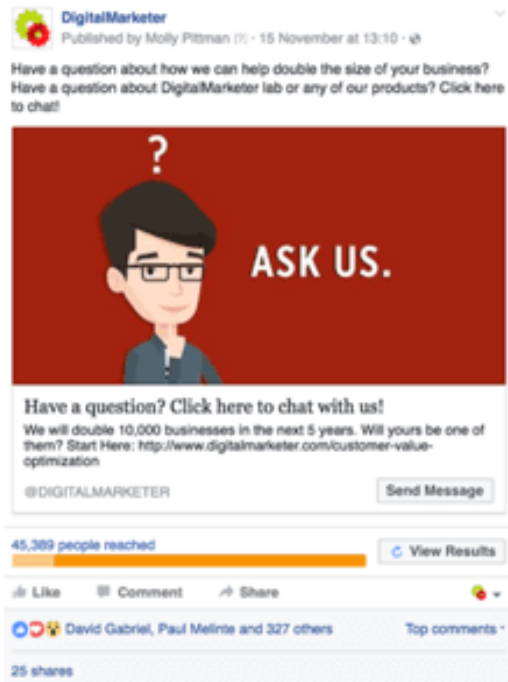
5. INSPIRE **URGENCY**

Showcase urgency on the discount containing ads you are offering by making it time bound. This will lead to higher conversion rate in minimum time. Highlight the expiry date in a copy of the advertisement to make users buy as soon as possible. You can highlight days as well, stating how many days are remaining to get a particular beneficial deal as depicted in the pic above.

6. OFFER **SOMETHING FREE**

Marketing of the products is not always about selling goods but to create branding and enrich customer relationshipsleading to amplifying sales in the long run as well. You can give something free to your customers on their first purchase or on the fifth purchase or so. When one gets something free, one feels great and top of the world. 'Free' is the attention-grabbing word that makes people to go through your ad at least once.

It is not necessary that you give your products free ofcost. You can give them something else like free delivery, or get dinner free for two on ordering food for four people. You can include a sign up button too. Offer something like shown in the above pic, get dinner for 2 on your delivery; sign-up to order now. Another example may be that you can provide some e-book that will guide users towards buying your products to the max.

7. RUN **WINNING CONTEST CAMPAIGN**

Rewards are always exciting for people. Everyone likes to win; participating in contests will give them a new experience. Advertising your products through contests on Facebook will encourage more people to participate that will create a unique brand image and people will remember the brand for a long time. For this, you can target niche audience who likes to participate in the contest.
For instance, the contest may be like, the funniest comment on the particular picture will win a digital camera.

8. MOTIVATE **TO LIKE AND COMMENT**

The more you engage with the customers the better relationships you make with them. Engage your customers by posting different things through Facebook ads that motivate them to like and share that in longer run creates a brand image. It would also make people aware about you and your products on Facebook. For instance, as shown in the above ads, you can ask people to comment motivational quotes for Monday. Or you can advertise some weird funky stickers and ask them to comment to get one.

9. ASK **QUESTIONS TO KNOW CUSTOMERS VIEWS**

Asking questions enhances customer interaction. You can ask any of the questions to users that might help in future marketing strategy to boost your sales. The question can be, "what are your favorite marketing tools on social media you are currently using?"

Dubai Dolphinarium
August 26 near Dubai, United Arab Emirates

Good Morning guys; we are giving away 1 voucher for sea-plane experience from Seawings!!! Simply answer the question:

What can the Seawings aircraft land on?

a) Land
b) Water
c) Both

The lucky winner will be chosen tomorrow; good luck to all !

Like · Comment · Share   91

290 people like this.   Top Comments ▾

Write a comment...

Rebby Ahmed Both 😊
Like · Reply · 2 · August 26 at 2:39pm via mobile

Dubai Dolphinarium replied · 2 Replies

Dee Mc Mahon (C) Both good luck everyone
Like · Reply · August 26 at 11:22pm

View more comments   2 of 588

Social Media Examiner
about an hour ago

Question: What are your favorite social media tools you are currently using?
Feel free to share as many as you want, and include links. - Erik

Like · Comment · Share · Buffer

10. CREATIVE **CONTENT AND IMAGE**

Advertise some creative content so that a user cannot stop him to see it once. This creative content may promote your application, product or anything you want. We have taken an example of an ad wherein a hand of monkey is shown to make the ad more creative. It is showing that using gusto payroll is handy and fast.

11. APPLY **IMPRESSIVE CALL TO ACTION BUTTONS**

With ads, you can always associate call to action button that may be related to the downloading of an e-book. And do A/B testing to find out best call to action button copy. For example, if we compare above shown two ads, it implies that to reduce the conversion cost you must have an impressive call to action button. To make the button more impressive, you can use some words that are eye-catching like 'free' or colours that are soothing to eye. An ad copy with an impressive call to action button provides more effective results. The more people have downloaded free e-book through right-hand side ad and hence the cost of conversion is less for this ad as compared to left-hand side one.

12. TEST, **TEST AND TEST TO GET EFFECTIVE RESULTS**

You must create different advertisements to experiment, like you can create two or more ads with some different look, content, image or call to action button. Run these ads for trial periods of at least seven daysto see the outputs in the form of likes and comments. The ad which gets more likes and comments is more successful. You can mix match the above idea to create a good copy of an advertisement.

Facebook ads apart from boosting sales in a long run also give the opportunity to create a great brand image and enrich the customer relationship through customer interaction. These relationships will increase your rate of selling products, making revenue and converting leads in thefuture. These ads will also broaden your network as Facebook shares user activities with their friends too. Later, you will be targeting them as well indirectly.