

THE COMPLETE GUIDE TO FACEBOOK POLITICAL ADVERTISING

OBJECTIVES

VIDEO VIEWS: Persuade and engage your audience with a video

CLICKS TO WEBSITE: Use photo or video to persuade an audience to visit your site

WEBSITE CONVERSIONS: Encourage audience to sign up for your newsletter or donate to your campaign

LEAD GENERATION: Gather email registrations and sign ups

BRAND AWARENESS: Raise more awareness for your campaign

REACH: Show your campaign to as many people as possible

MESSAGES: Message people who clicked on your ad

ENGAGEMENT: Get more engagement on your posts and get more event responses

TARGETING

POLITICS

LIBERAL

- US politics (liberal)
- US politics (very liberal)
- likely to engage with political content (liberal)
- Liberal America
- donate to liberal political causes
- neoliberalism

CONSERVATIVE

- The Conservative
- Conservative Tribune
- Being Conservative
- Conservative Angle
- conservative causes
- Conservative News Today
- conservative talk radio
- US politics (conservative)
- US politics (very conservative)
- donate to conservative political causes
- likely to engage with political content (conservative)

DEMOCRAT

- registered Democrats

REPUBLICAN

- registered Republicans

POLITICAL FIGURES

- John McCain
- Ted Cruz
- Hillary Clinton
- Donald Trump
- Barack Obama
- Paul Ryan
- Kevin McCarthy
- Steve Scalise
- Cathy McMorris Rodgers
- Doug Collins
- Bernie Sanders
- Nancy Pelosi

BEHAVIORS

CHARITABLE DONATIONS

- all charitable donations
- environment & wildlife
- health
- political
- religious
- veterans

AD FORMAT

- video
- slideshow
- canvas
- single image
- carousel

CONNECTIONS

FAN PAGE

- people who like your page
- friends of people who like your page
- exclude people who like your page

EVENT

- people who are going to your event
- friends of the people who are going to your event

DEMOGRAPHICS

LOCATION

- region/Country
- city
- postal/ZIP code
- address
- everyone in this location
- people who live in this location

LANGUAGES:

- English
- Spanish

EDUCATION

- in high school
- some high school
- high school grad
- professional degree
- in college
- some college
- field of study
- undergrad years
- associate's degree
- college grad
- in grad school
- master's degree
- doctorate degree
- unspecified
- schools

FINANCE

- Net income (\$30,000-\$500,000+)
- Net worth (\$1-\$2,000,000+)
- Liquid assets (\$1-\$3,000,000+)

ETHNIC AFFINITY

- African American
- Asian American
- Hispanic (US-All)
- Hispanic (US-bilingual)

GENERATION

- Baby Boomers
- Millennials
- Generation X

INTERESTS

HOBBIES & ACTIVITIES

- charity & causes
- community issues
- environmentalism
- law
- military
- politics
- religion sustainability
- veterans

PLATFORMS

- Facebook feed
- Instant Articles
- in-stream videos
- Right Column
- suggested videos
- Marketplace
- Instagram feed
- Instagram Stories
- Audience Network
- Audience Network in-stream videos
- rewarded videos
- native banner
- interstitial
- Messenger Home
- sponsored messages

AUDIENCES

GENERAL

- target people by location
- demographics
- interests
- behaviors and connections

CUSTOMER FILE

- phone numbers
- email
- mobile advertiser ID
- first name
- last name
- ZIP/postal code
- city
- state/province
- country
- date of birth
- year of birth
- gender
- age
- Facebook App user ID
- Facebook Page user ID

LIFETIME VALUE LOOKALIKES

- phone numbers
- email
- mobile advertiser ID
- first name
- last name
- ZIP/postal code
- city
- state/province
- country
- date of birth
- year of birth
- gender
- age
- Facebook App user ID
- Facebook Page user ID

WEBSITE TRAFFIC

- anyone who visits your websites
- people who visit specific web pages
- people visiting specific web pages but not others
- people who haven't visited in a certain amount of time
- time spent on website
- all mobile devices
- iOS
- Android
- Desktop
- frequency
- specific web pages
- time spent on web pages

ENGAGEMENT

- video views
- people who viewed 3 or 10 sec.
- people who viewed (25% | 50% | 75% | 95%)
- Lead Ads
- anyone who opened a form
- anyone who opened a form but didn't submit a form
- people who opened and submitted a form
- Canvas
- people who opened this Canvas
- people who clicked any links in this Canvas
- people who clicked any links in this Canvas
- link sharing

PLACEMENTS

- Devices
- Mobile
- Desktop
- Connected TV



ADVERTISEMINT

A FACEBOOK ADVERTISING AGENCY

7080 Hollywood Blvd, Los Angeles, CA 90028

844-236-4686

www.advertisemint.com