Welcome to Video #4. This is going to be about gathering more Intel. In Video #3, as you saw earlier, we utilized Alexa.com to gather some basic information about our perfect buyer. Now, we’re going to take it a step further and you're going to see in just a minute what I mean.

So, first things first, in order to do this, basically we’re going to utilize the Facebook Ad Audience Insights free software application. You obviously do need to have a Facebook account in order to do this. If you log into your account and you go specifically to Facebook.com/Ads/Audience\_Insights as you could see here in the address bar, if you go specifically to this URL, you will see the following page. It will say Choose an Audience to Start – either everyone on Facebook or people connected to your page. This is the assumption that you haven't started a page, you haven't started anything yet, your page doesn’t have an overflow of traffic to it – so you definitely want to start on everyone on Facebook.

The reason why Facebook Audience Insights is so powerful is simply because it allows you to dig really, really deep and dig further into all sorts of things and I’ll show you in just a minute. What this allows you to do is – this is basically showing you what all these people on Facebook enter into their profile – their likes, their dislikes, their age, their gender, everything. In fact, Facebook is one of the few big companies that is giving you access to this data. Obviously they want you to utilize this data for the purpose of Facebook Ads but you can use this data for your own products and services and for your future ads as well.

Now, as you can see here, I generally just like to start out with one country, The United States. Sometimes, it will default to your country but as you could see, you could add countries as well. But I like to stick with just one country and I'm going to leave everything as it is because I want to see, we’re going to take a look at the demographics we pulled earlier with Alexa. We basically want to make sure that we see patterns that are continuous and consistent patterns that show us consistent data. Alexa.com, we saw that it’s a majority of female. There are still some males that are interested in gardening but not a whole lot. And then we saw that the majority had some graduate school or some sort of college and the other ones as well.

Let's go ahead and put the interests in here. So, interests right here. Where it says Interests, put garden or whatever that you're trying to do. Now, we see Home and Garden, we see Gardening, Garden, Garden of Eden (no, that’s not what we’re looking for); so, we’re looking for gardening or garden. I'm going to do that. Let's just take a look at this. Remember that it was a good amount of women and I guesstimated about 80% women and 20% male. But realistically, with Facebook Ads, it shows that it’s 69% women and 31% men. In detail, this is what is nice about Facebook. It gives you a more thorough breakdown of the age range. Now, as we can see that the majority of people that are interested in gardening on Facebook are about 25-34. Then we have 45-54. So, it looks like the majority is here. And then, the majority is the older folks. So, 25-34, 45-64 and then it kind of breaks off. That’s interesting – as I begin to think about it as far as gardening goes, the young folks (25-34), they're not super young but they're about – they already graduated college, they already have had probably a job for a decade and they obviously are interested in gardening. Maybe they have kids and eventually, they get out of that stage and then they come back at age 45-64. So, they could be almost retiring/retirement age kind of deal.

So, that’s why I'm kind of painting a picture here. We could see that men as well, the same age, the majority of men that are interested in gardening are about 25-34, which is interesting and then it kind of breaks off from there.

We can see lifestyle, which is something amazing here. We can see the US demographics and interests data based on purchase behavior, brand affinity, and other activities. So, basically this is showing us the majority of people, they're interested in gardening, country ways, clubs and causes sort of non-profits – so a lot of country type of stuff; suburban, country, outward lifestyles.

Relationship status, the majority of them is married and they have at least college, which kind of matches the exact data that we got from Alexa.com.

Job titles, we could see that a large portion of them is in legal, nurses, community and social services, healthcare – all the medical type stuff, even management – business management, social sciences.

If we go back up here, we could see page likes. What do they like, what kind of pages on Facebook do they like, websites, book writers, magazines, what kind of magazines are they reading, better homes and gardens, entertainment, country music, food, beverages, news, media, fictional character, summer garden, what kind of pages do they like.

We could see where the majority might be located – so, a lot of Floridians/Florida, upper North Iowa, Missouri – so, a lot of east coast.

Activity, we could see frequency of activity. How engaging is this particular audience or how hyper-responsive is this audience? What kind of device are they using?

We have household income. How many of them actually own homes, household size, market value, and spending methods, and then of course purchase methods. I’ll get into that in the later video. But I really want to show you it really breaks things down. So, Alexa kind of gave us a broad overview and of course with a paid version, you'll get a more detailed view but I'm utilizing all free tools here. This gives us a more specific view.

Now, you can take a look at this and say, okay, I can have a better view of what this person looks like – woman, 25 or older, retired woman perhaps, likes a lot of country type videos and episodes and TV shows, they're into a lot of country comfort and maybe stuff like home goods, and stuff in that arena of liking.

Now that we have done this, we’ve essentially painted a better picture of our audience. So, what I will recommend that you do now is just to fill this out further and we can see now that it’s a majority of female, 25-34, and then there was 45 to basically 60 plus age groups – so age group equals the following. A lot of country pages and likes.

So, what I would do is I would just go through all these and jot everything down and then from that point, we can move onto the next video.