

Read.  
Advertise. **Grow.**

# facebook advertising

Facebook Ads are highly targeted interactive ads that display to Facebook users who fit the targeting criteria you select and promote peer influence of products, services, and brands.

## REACH YOUR AUDIENCE

**Audience:** Out of the 238,700 Facebook users in Naples, 214,480 are adults.

**Budget Based:** You determine the budget that is affordable for you and are only charged when a user acts on your ad by clicking on it. We'll help you determine what is an adequate budget to get results from your target market.

**Measurable:** Monthly reports track the performance of your campaign.

**Expertise:** Our team builds, monitors, manages, and optimizes your campaign to keep your cost per click as low as possible and your results as high as possible.

## TARGET YOUR REACH BY:

- City/Radius of City
- Gender
- Birthday
- Relationship status
- Language
- Likes
- Interests
- Education
- Workplace
- Existing connections on Facebook



## FAST FACTS

- There are more than 500 million Facebook accounts worldwide.
- 60 Million status updates on Facebook each day.
- The average time users spend on Facebook is seven hours per month.
- The fastest growing group of Facebook users is females age 55-65.
- 8 out of 10 Facebook users trust peer recommendations.

Detailed view of location and examples of Facebook advertising.



Source:  
Facebook,  
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