



PAID SOCIAL MEDIA ADVERTISING: Audience Targeting for Meta Ads

There are multiple ways to promote your Mary Kay business on social media. If you have decided that paid social media ads make sense for your goals, here are a few tips to help you!

Why is your paid social media advertising audience so important? By defining or targeting your audience, you can ensure that your ads are viewed by people who are most likely to be interested in your *Mary Kay*® products or your services. Targeting helps increase the relevance of your ads and improves their effectiveness.

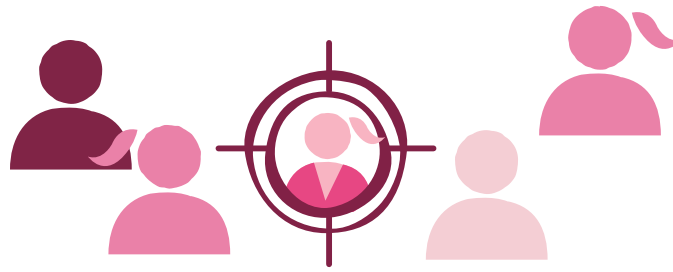
Meta's tools allow you to segment your audience based on demographics, interests, behaviors and more when you are boosting or running Meta ads.



MARY KAY



AUDIENCE TARGETING FOR META ADS



If you are running Meta ads through Ads Manager, your audience will be set up in the Ad Set section of the campaign setup. You'll want to build your audience from scratch to ensure it's aligned with your goals. This also ensures that Meta will show your ad only to your target audience and will not expand beyond your set parameters.

- **Set target age:** Meta will automatically suggest ages 18–65+, but if you are promoting a product for younger people, we recommend setting your age range accordingly. If you are promoting a product that addresses advanced signs of aging, you should set your age range for that audience.
- **Set location:** You can choose to target the United States, Puerto Rico, Guam and/or the U.S. Virgin Islands to advertise nationwide, or you can choose your city to start advertising locally.* If you advertise an in-person event, choosing your city would be appropriate.
- **Set gender:** Select the gender you would like to target. For example, if you are promoting *MKMen*® products, you may want to target men.
- **Set your language:** You can set your preferred language, and Meta will connect you with people who speak that language.

DETAILED TARGETING

With detailed targeting, you can target people with specific interests or behaviors. We suggest getting as creative and thorough as possible with keywords to ensure you reach a relevant audience.

INTEREST KEYWORDS

When choosing interests keywords, we advise adding interests relevant to what you are promoting in the photo or video used in your paid social media ad. For example, if you feature makeup, your interest-targeting keywords should align with makeup. If you feature skin care, your interest keywords should align with skin care.

For example, suppose you are promoting *Mary Kay*® skin care products. In that case, you may choose the following interests: skin care (cosmetics), self-care, age-defying cream, exfoliation, facials and moisturizer. You may also target people interested in competitor beauty or skin care brands. Just be sure not to mention these competitor brands in the public-facing part of your ad!

We do not recommend including Mary Kay as an interest keyword or “employer” in your audience targeting for your ads, as you will likely reach people who have already used *Mary Kay*® products or potentially reach another Independent Beauty Consultant. If you receive a new lead through paid social media advertising, be sure to confirm that the person does not already have an Independent Beauty Consultant before proceeding.

EXCLUSIONS AND AUDIENCE CONTROLS

You can also exclude specific “employers” in your ad’s target audience through Exclusions or Audience Controls. We suggest excluding Mary Kay as an “employer”. This means Meta will not show your ad to anyone who has Mary Kay listed as an “employer” in their bio (Meta currently doesn’t have an independent business owner category).

*As per the Mary Kay [Paid Advertisements on Social Media Terms and Conditions](#) please note: All members of the United States Mary Kay independent sales force and those who reside in the United States or in one of the United States territories (Puerto Rico, Guam or the U.S. Virgin Islands) qualify to create Paid Ads subject to their compliance with these Terms and Conditions, especially Sections (2) and (3). NOTE: Members of the sales force who reside in the Dominican Republic are not eligible to participate in paid social media advertising.



MORE AUDIENCE TARGETING TIPS AND TRICKS

If you are running Meta ads, you also can build [custom audiences](#) that leverage digital activity or customer data to help you reach more qualified leads. You can do this by creating a custom audience and choosing a data source for this audience, but please note that these targeting capabilities are not available through boosting. You can choose from the following:

- **A customer list:** Meta can match your customers' information that is uploaded to their respective Facebook pages or Instagram accounts. As is the case with any personal data, please ensure you are compliant with the terms and conditions of your independent sales force Agreement and Meta's policies on data. You might want to read this information: [META: How to Format a Customer List When Creating a Custom Audience | Meta Business Help Center \(facebook.com\)](#).
- **A lead form:** You can target people who have previously filled out a lead form you have posted to a Meta platform. You can only do this if you have run lead campaigns.
- **Events:** You can target people who have RSVP'd to a Facebook event you have posted previously.
- **An Instagram account:** You can target people who have interacted with your Instagram account.
- **A Facebook page:** You can target people who have interacted with your Facebook page.
- **Video:** Your ad can reach people who have interacted with any videos posted to your Facebook page.



When you create a custom audience like the ones listed above, consider also experimenting with [lookalike audiences](#). When you create a lookalike audience, Meta will identify new people with characteristics and behaviors similar to those of your existing custom audience.

For example, if you choose to target people who have interacted with your Instagram account, you can create a lookalike audience to reach similar people.

Meta can create a new audience of potential customers with comparable interests and behaviors, improving your chances of attracting high-quality leads. This approach leverages existing data to help you expand your reach more effectively. Remember, as is the case with any personal data, please ensure you are compliant with the terms and conditions of your independent sales force Agreement and Meta's policies on data.

When you create a lookalike audience, you can also set a location and a percentage. The location can be set locally or nationwide. Selecting a percentage tells Meta how similar your lookalike audience should be to the custom audience that it is based on. Increasing the percentage creates a more extensive, broader audience. If you choose 1%, your lookalike audience will be almost identical to the source, targeting people with all the same interests and behaviors. If you select a higher percentage, such as an 8% lookalike audience, this will broaden your audience.

Finally, you should save your audience. If your ad performs well, you can reuse that audience for a different ad.

Tip: Name your audience based on how it was built and its characteristics for easy reference in the future!