



FOUR DIFFERENT WAYS
YOU CAN CREATE
TARGETED LOCAL AD CAMPAIGNS
ON FACEBOOK FOR YOUR DENTAL PRACTICE



Facebook has become the most powerful advertising platform for small businesses. The combination of being able to reach people by their interests, social connections, pages that they've visited, as well as by their location makes them a very effective and powerful option for small businesses to reach new prospects and customers, and grow their attention and revenue.

Facebook has four primary **location targets** available that allow you to create very powerful, local-focused ad campaigns.

Facebook's Help articles define them as the following:

Reach everyone in this location

You can '**Reach everyone in this location**', which is the default option. This option allows you to reach people whose home or most recent location is within the selected area. You might want to advertise to large fairs or high-profile sporting events.

For example, to everyone in a particular location. Let us say, everyone in Florida. It will automatically advertise to everyone in Florida.

People who live in this location



The **second option** is people who live in this location. This includes people whose home is within the selected area.

You might want to advertise a retail business. For example, to people who live in a specific location, perhaps, a service like a real estate agent would want to advertise only to people that live in a certain location.

People recently in this location

People recently in this location, is the third option.

With this option, you're reaching people whose most recent location is within the selected area that you're advertising to. You may want to advertise time-sensitive sales. For example, to people who are recently in the location that you choose, say, **'People who are in Texas'**.

People traveling in this location

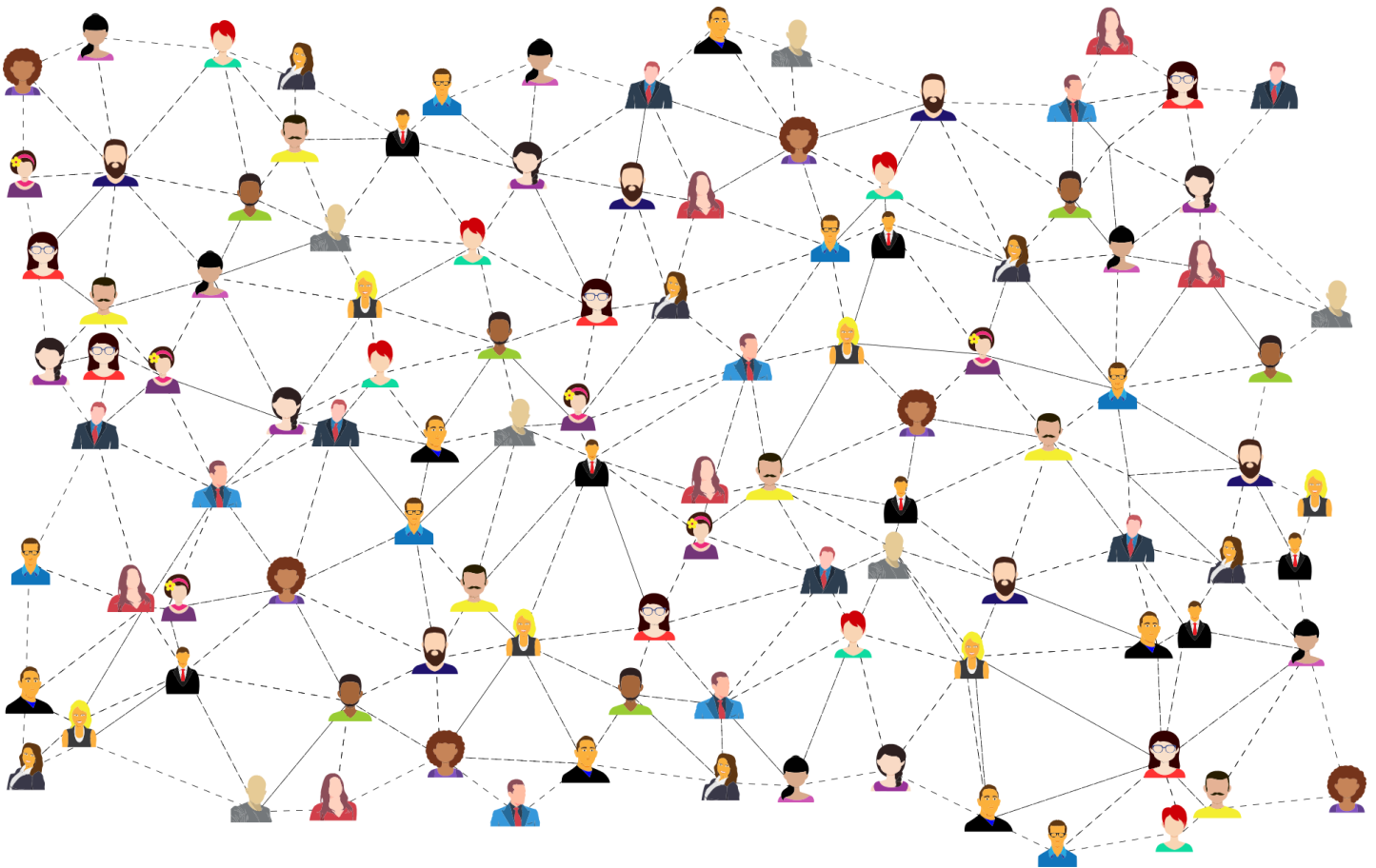


Finally, **people traveling in this location**, is the fourth option.

This includes people traveling in the selected area who are more than 125 miles from their home location. This is determined by the device and connection information that Facebook collects.

This would be a powerful option for advertising rental cars or hotels to people that are traveling in a specific area.

Facebook the powerful



That's four different options that Facebook gives you for creating very powerful, targeted local advertising campaigns. Depending on the nature of your business, consider those four different options and how you may use them creatively to reach the ideal prospects with the ideal offers while they're in that given location.