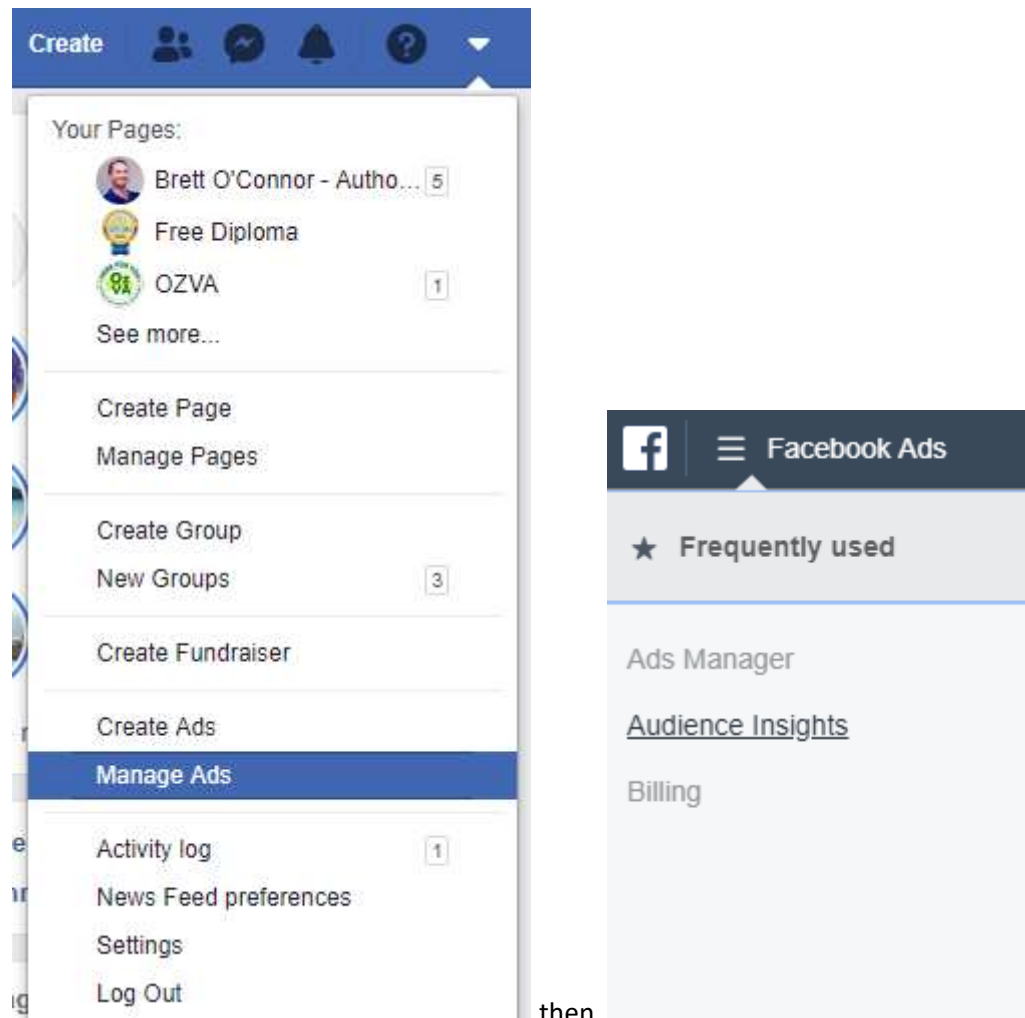


Case Study: Restaurant, Kangaroo Point, Qld.


How to research on Facebook:




If you have never used the program before, it will say “create ad” instead of Manage Ads on your menu, but you do not have to pay for Facebook Ads insights program, it is free with every profile. If you “boost” a post as a paid Ad, then you will be asked to provide a credit card or PayPal account (they give you a monthly account and charge you at the end of each month).

Choose an Audience to Start



 Everyone on Facebook

 People connected to your Page

Click everyone. Don't show this again

Audience data

Select general area – e.g. Brisbane data: 1.5 mil people.

CREATE AUDIENCE

Location: AUSTRALIA, QUEENSLAND, Brisbane

Age and Gender: 18+ Any+

Gender: All, Men, Women

Interests: + Interest

Connections: Pages

People Connected to: + Your Page

People Not Connected to: + Your Page

Advanced >

(New Audience) 1M - 1.5M monthly active people

People on Facebook Country: Australia

Demographics | Page Likes | Location | Activity

Age and Gender
Self-reported information from people in their Facebook Profiles. Information only available for people aged 18 and older.

53% Women (53% All Facebook)

47% Men (47% All Facebook)

Age Group	Women (%)	Men (%)
18 - 24	17%	19%
25 - 34	26%	20%
35 - 44	20%	20%
45 - 54	16%	15%
55 - 64	12%	10%
65 +	10%	8%

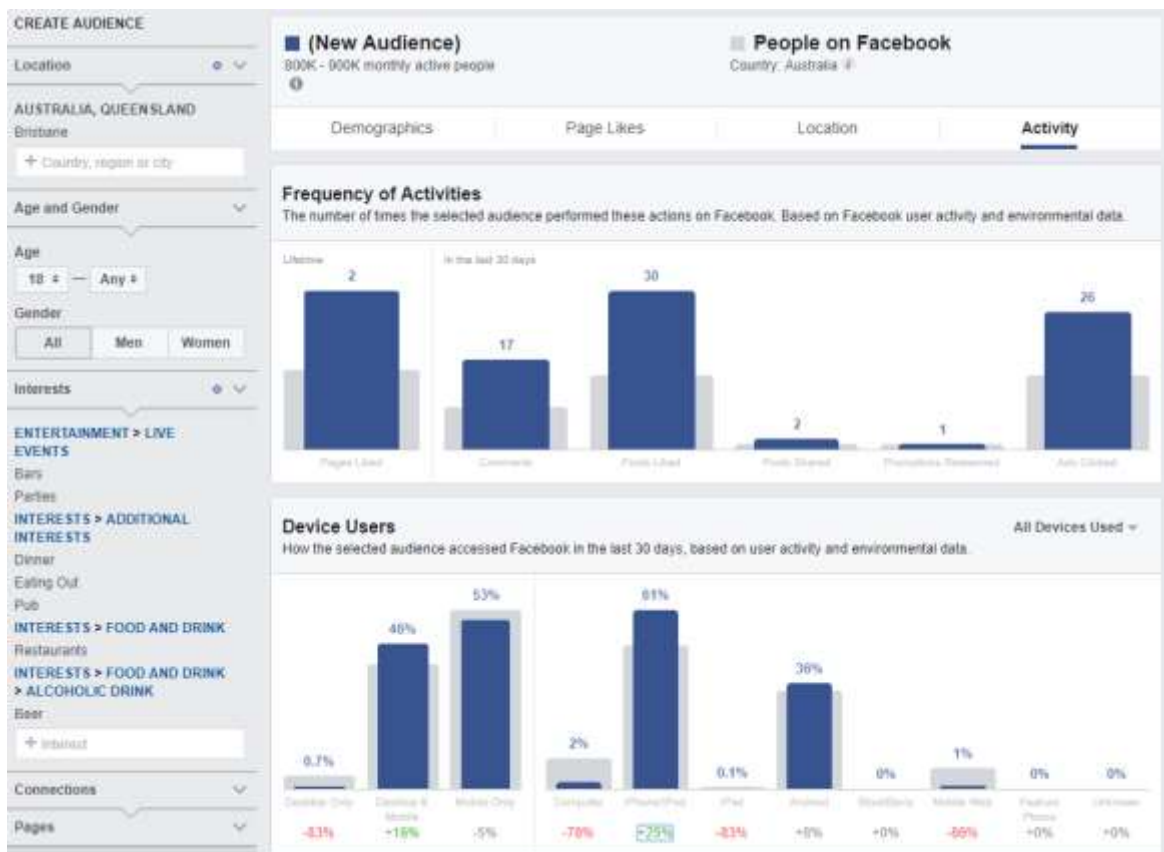
Relationship Status
Self-reported data from people who list a relationship status on Facebook.

Relationship Status	Percentage (%)
Single	28%
In a Relationship	21%
Engaged	5%
Married	46%

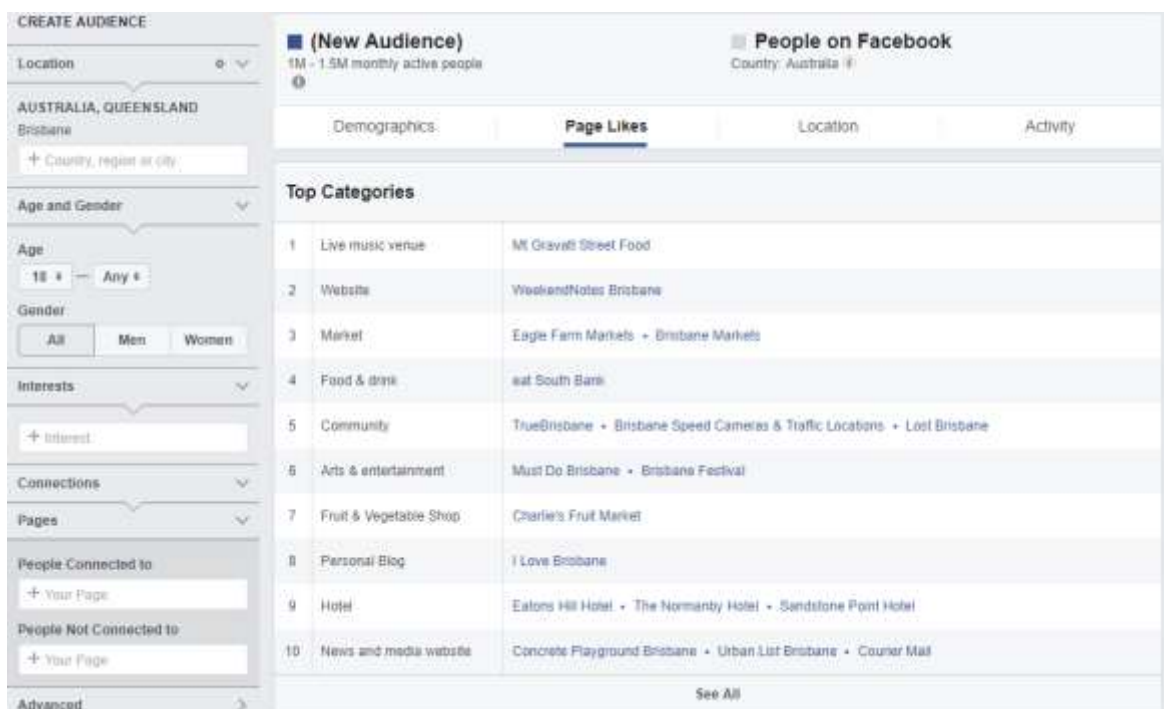
Education Level
The highest level of education reached based on self-reported data.

Education Level	Percentage (%)
High School	31%
University	63%
University (postgraduate)	6%

If people use Mobile or desktop devices:



The top pages people in the selected audience have “liked” in different categories.



This top individual pages liked across all categories

Page Likes Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <i>i</i>	Audience ▾	Facebook <i>i</i>	Affinity <i>i</i>
Queensland Police Service	48	315.6K	849.4K	518x 
Higgins Storm Chasing	57	206.6K	742.8K	388x 
Queensland Maroons	66	153K	702.7K	304x 
7 News Brisbane	61	148.3K	577.6K	358x 
Warehouse Furniture Clearance	38	132.5K	274.1K	675x 
Eat Street Northshore	23	131.5K	223.6K	821x 
Brisbane Broncos	58	126.5K	466.2K	379x 
Brisbane City	20	116.4K	190.1K	854x 
Must Do Brisbane	12	111.8K	162.1K	962x 
Urban List Brisbane	18	110.8K	166.4K	928x 
Courier Mail	60	108.8K	416.2K	365x 
Domino's Australia	100	104.8K	947.4K	154x 
Queensland Fire and Emergency Services - QFES	52	98.3K	289.9K	473x 
Dreamworld Australia	72	97K	533.3K	254x 
Bureau of Meteorology	90	93.2K	747.9K	174x 
Lorna Jane Active	95	92.2K	782.8K	164x 
Nova 106.9	62	90K	353.7K	355x 
Hit105	59	87.8K	330.2K	371x 
RSPCA Queensland	37	83.3K	171.6K	677x 
Brisbane City Council	11	82.8K	119.7K	966x 

Narrowing down the Audience in Brisbane to your target market. Example Interest group for a restaurant market could be: Bars, Parties, Dinner, Eating out, Pub, Restaurant, beer (900k people)

CREATE AUDIENCE

(New Audience) 800k • 900k monthly active people

People on Facebook Country: Australia

Location: AUSTRALIA, QUEENSLAND
Brisbane

Age and Gender: Age 18+ Any Gender

Top Categories

Rank	Category	Page
1	Live music venue	Mt Gravatt Street Food
2	Market	Eagle Farm Markets • Brisbane Markets
3	Food & drink	eat South Bank
4	Website	Weekendhotel Brisbane
5	Diner	Retheworld
6	Society & culture website	The Gourmand & Gourmet
7	Fruit & vegetable shop	Charlie's Fruit Market
8	Arts & entertainment	Must Do Brisbane • Brisbane Festival
9	Hotel	Estros Hill Hotel • The Normanby Hotel • Sandstone Point Hotel
10	News and media website	Concrete Playground Brisbane • Urban List Brisbane • Courier Mail

See All

Page Likes

Top page likes to the new interest groups sorted by the number of people on the page that have the same interests.

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes

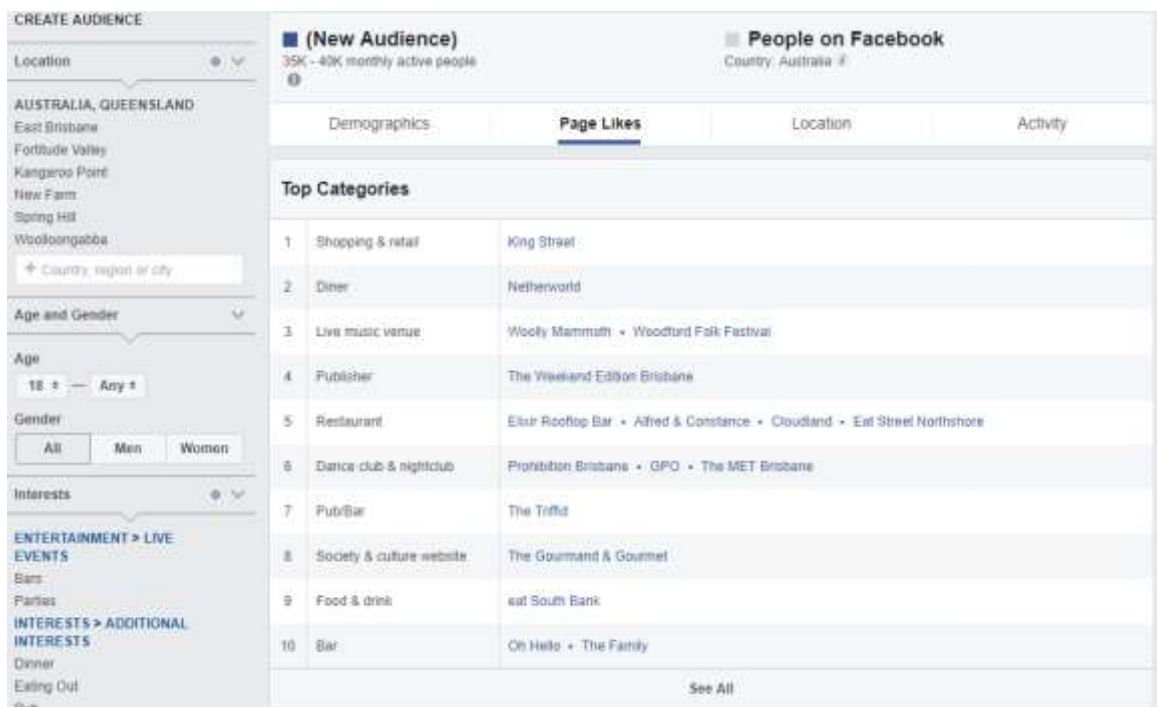
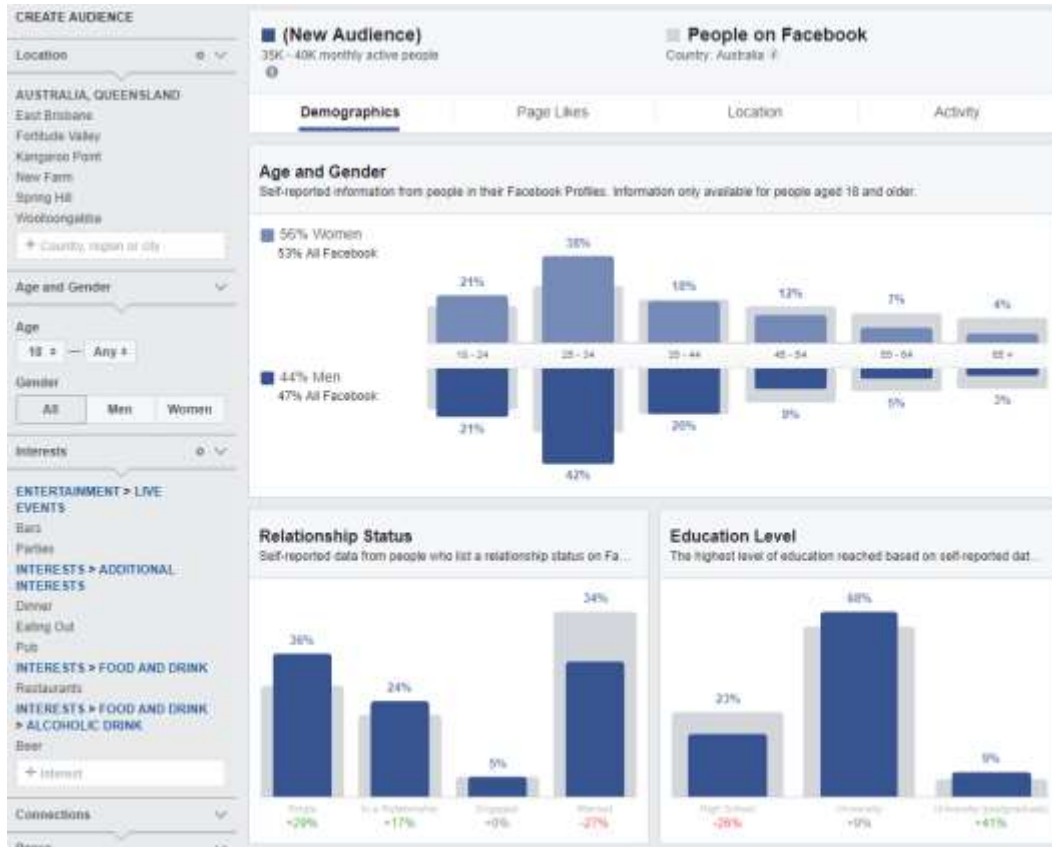
Page	Relevance	Audience	Facebook	Affinity
Mt Gravatt Street Food	1	32.3K	41.9K	1902x
Concrete Playground Brisbane	2	39.3K	53.4K	1811x
Eagle Farm Markets	3	31.5K	43.9K	1767x
TrueBrisbane	4	36K	50.2K	1765x
eat South Bank	5	32.6K	46.9K	1715x
Weekendhotel Brisbane	6	45.4K	65.4K	1710x
What's On Brisbane	7	34.4K	49.9K	1690x
Brisbane Markets	8	43.3K	63.9K	1670x
Retheworld	9	28.1K	42.8K	1616x
The Gourmand & Gourmet	10	29.2K	46.1K	1559x
Brisbane Speed Cameras & Traffic Locations	11	40.6K	64.9K	1530x
Charlie's Fruit Market	12	40.8K	66.2K	1519x
Must Do Brisbane	13	96.2K	160.1K	1512x
Estros Hill Hotel	14	44.4K	72.8K	1502x
The Normanby Hotel	15	33.2K	54.5K	1502x
Urban List Brisbane	16	98.9K	166.8K	1496x
Brisbane City Council	17	68.8K	110.7K	1426x
BRISBANE POWERHOUSE	18	43.6K	75.5K	1425x
Brisbane Memes	19	37.6K	47.8K	1424x
Lost Brisbane	20	47K	81.7K	1416x

Location targeting information:

East Brisbane, Fortitude Valley, Kangaroo Point, New Farm, Spring Hill, Woolloongabba

Brisbane Interest group: Bars, Parties, Dinner, Eating out, Pub, Restaurant, beer

35-40k active users on Facebook each month



Restaurants
INTERESTS > FOOD AND DRINK
> ALCOHOLIC DRINK

Beer

Connections ▼

Pages ▼

People Connected to

People Not Connected to

Advanced ▼

Language >

Relationship Status ▼

- Single
- In a relationship
- Engaged
- Married
- Not specified

Education >

Work >

Market Segments >

Parents ▼

- All parents
- Child 0 - 12 Months
- Child 0 - 2 Years
- Child 3 - 5 years
- Child 6 - 8 years
- Child 8 - 12 years
- Child 13 - 18 years
- Child 18 - 26 years

Politics (US) >

Life events >

Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance ⌵	Audience	Facebook ⌵	Affinity ⌵
King Street	1	1.1K	19K	3356x
Netherworld	2	2K	42.8K	2590x
Concrete Playground Brisbane	3	2.5K	53.9K	2547x
Prohibition Brisbane	4	1.2K	27.1K	2528x
The Brightside	5	1.2K	27.9K	2473x
Woolly Mammoth	6	1.3K	30.5K	2419x
Elixir Rooftop Bar	7	1.5K	35.2K	2403x
The Weekend Edition Brisbane	8	1.2K	28.3K	2355x
Alfred & Constance	9	1.6K	39.1K	2339x
GPO	10	1.2K	32.5K	2100x
The Trifid	11	1.3K	33.5K	2093x
BRISBANE POWERHOUSE	12	2.7K	73.8K	2065x
The Gourmand & Gourmet	13	1.6K	45K	2043x
TrueBrisbane	14	1.8K	50.7K	2025x
What's On Brisbane	15	1.8K	51.1K	1978x
eat South Bank	16	1.7K	47.1K	1977x
Oh Hello	17	1.5K	43.3K	1963x
Cloudland	18	1.5K	43.8K	1895x
The Tivoli Brisbane	19	1.5K	46.4K	1843x
The Victory Hotel	20	1.3K	41.2K	1824x

Page	Relevance ⁱ ▾	Audience	Facebook ⁱ	Affinity ⁱ
King Street	1	1.1K	19K	3356x
Netherworld	2	2K	42.8K	2590x
Concrete Playground Brisbane	3	2.5K	53.9K	2547x
Prohibition Brisbane	4	1.2K	27.1K	2528x
The Brightside	5	1.2K	27.9K	2473x
Woolly Mammoth	6	1.3K	30.5K	2419x
Elixir Rooftop Bar	7	1.5K	35.2K	2403x
The Weekend Edition Brisbane	8	1.2K	28.3K	2355x
Alfred & Constance	9	1.6K	39.1K	2339x
GPO	10	1.2K	32.5K	2100x
The Triffid	11	1.3K	33.5K	2093x
BRISBANE POWERHOUSE	12	2.7K	73.8K	2065x
The Gourmand & Gourmet	13	1.6K	45K	2043x
TrueBrisbane	14	1.8K	50.7K	2025x
What's On Brisbane	15	1.8K	51.1K	1978x
eat South Bank	16	1.7K	47.1K	1977x
Oh Hello	17	1.5K	43.3K	1963x
Cloudland	18	1.5K	43.8K	1895x
The Tivoli Brisbane	19	1.5K	46.4K	1843x
The Victory Hotel	20	1.3K	41.2K	1824x
See More				

Job Title

Industries that people are likely to work in based on self-reported data on Facebook.

Job Title	Selected Audience	Compare
Legal services	3%	+50%
Food and restaurants	17%	+42%
Healthcare and medical services	13%	+18%
Sales	30%	+15%
IT and technical services	11%	+10%
Computation and mathematics	11%	+10%
Business and finance	11%	+10%
Arts, entertainment, sport and media	14%	+0%
Administrative services	28%	+0%
Cleaning and maintenance services	3%	+0%
Architecture and engineering	6%	+0%
Protective services	3%	+0%
Management	30%	-3%
Education and libraries	10%	-8%
Life, physical and social sciences	9%	-10%
Production	14%	-12%
Community and social services	6%	-14%
Transport and moving	7%	-22%
Construction and extraction	6%	-25%
Installation and repair services	7%	-30%