

"Facebook Market Research"

Go to facebook.com/advertising, click "Create an Ad", put in a random URL (like <http://google.com>), and then select the following as your baseline targeting:

- age 20+ (no max.)
- countries U.S., U.K., Australia and Canada (or, if your target market is in another language, any countries where that language is spoken)

Next, search for different keyword sets and put down the numbers that you get as the estimated reach below.

(By "keyword set" I mean keywords that target one and the same need. For instance, if you want to target people who are interested in playing the guitar, your keyword set might consist of keywords like: guitar, acoustic guitar, playing guitar, and so on. Facebook automatically suggests related keywords.)

Keyword Set	Estimated Reach
Example: #Guitar, Playing Guitar, #Acoustic guitar, #Steel guitar	Example: 2,442,260 people