



TRY SOCIAL MEDIA ADVERTISING



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Do you want more sales? More members or event attendees? Keep social media in mind when you're deciding where to invest limited advertising dollars. Facebook has roughly 2 billion monthly active users with 68% of U.S. adults using the social platform. Facebook, along with some other social sites, allows you to fine tune your target by location, demographics and interests so you can reach the exact audience you want. In addition, you can spend as little or as much as you'd like.

R3 TIP

Don't overlook social media sites like Facebook for advertising. It has an expansive reach, won't break the budget and allows you a lot of control over who sees your advertising message. Start small, following a 'test and learn' approach.



IDEAS BEST SUITED FOR:

- Government Agencies
- Manufacturers
- Non-Governmental Organizations
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60