

Patricia Hebert

Josephine Morello

Alysha Lainez-Killmski

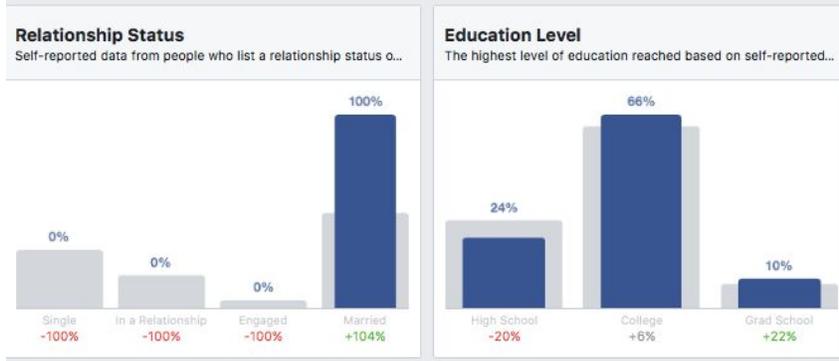
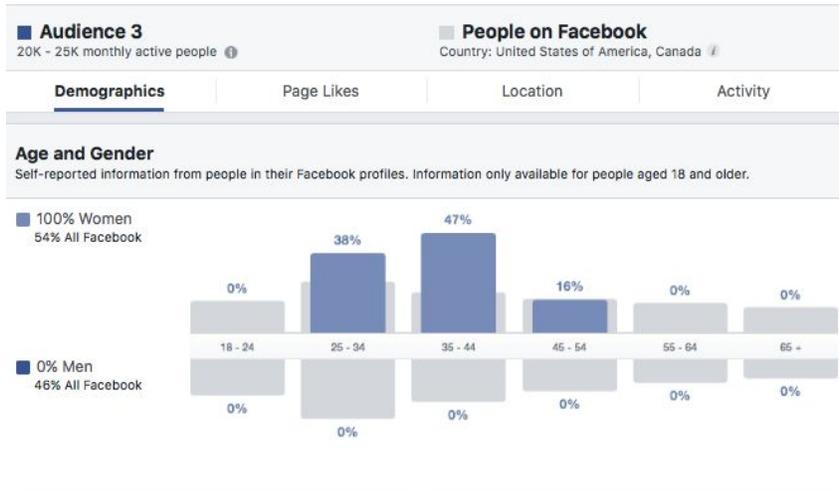
Surisa Reeboonlap

Target audience:

The image shows a screenshot of the Facebook 'CREATE AUDIENCE' interface, which is used for defining target audiences for advertising. The interface is organized into several sections:

- Location:** Includes options for 'CANADA' (All Canada) and 'UNITED STATES' (All United States), with a search field for '+ Country, region, or city'.
- Age and Gender:** Features an 'Age' range selector set from 30 to 50, and 'Gender' options for 'All', 'Men', and 'Women'.
- Interests:** Includes 'ADDITIONAL ENTRIES' such as 'Self-love', 'ENTERTAINMENT > MOVIES', and 'Drama movies', with a search field for '+ Interest'.
- Connections:** A section for defining connections to the page.
- Pages:** A section for defining pages to include or exclude.
- People Connected to:** A search field for '+ Your Page'.
- People Not Connected to:** A search field for '+ Your Page'.
- Advanced:** A section for advanced targeting options.
- Language:** A section for selecting the language of the audience.
- Relationship Status:** A section with checkboxes for 'Single', 'In a relationship', 'Engaged', 'Married', and 'Not specified'. Under 'Married', there are sub-options for 'Newlywed (3 months)', 'Newlywed (6 months)', and 'Newlywed (1 year)'.
- Education:** A section with a right-pointing arrow.
- Work:** A section with a right-pointing arrow.
- Market Segments:** A section with a right-pointing arrow.
- Parents:** A section with checkboxes for 'All parents' and various child age ranges from 'Child 0 - 12 Months' to 'Child 18 - 26 years'.
- Politics (US):** A section with checkboxes for 'Very Conservative', 'Conservative', 'Moderate', 'Liberal', and 'Very Liberal'.
- Life Events:** A section with a right-pointing arrow.

As shown above, our niche market we've found is that of women aged 30 to 50, who live in Canada and/or the USA. These women are married, more specifically newlywed of a year or less and are also mothers. These women have liberal views. They are interested in self-love topics as well as drama movies.



**Job Title**  
Likely industries where people work based on self-reported data on Facebook.

Job Title	Selected Audience	Compare
Healthcare and Medical Services	22%	+47%
Personal Care and Home Services	23%	+44%
Administrative Services	39%	+34%
Business and Finance	13%	+30%
Sales	12%	+20%
Management	26%	+8%
Food and Restaurants	13%	+8%
Community and Social Services	2%	+0%
Government Employees (Global)	2%	+0%
Legal Services	1%	+0%

Management  
26% of selected audience  
24% of Facebook users  
Click chart to target

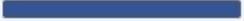
See All

In the 'Demographics' tab, we see a more in depth view of our target market. We see that this segment is more precisely situated around the ages of 35 to 44. We also see how niche this market is since there are about 20K-25K monthly active people. We can also see that 66% of them have a college degree. We can also see that these women are mostly employed in administrative services, management and healthcare. Knowing this information, we figure that these women are mostly Nine-to-Fivers, middle aged mothers.

<span style="color: #0070C0;">■</span> <b>Audience 3</b> 20K - 25K monthly active people ⓘ		<span style="color: #808080;">■</span> <b>People on Facebook</b> Country: United States of America, Canada ⓘ	
Demographics		<b>Page Likes</b>	
		Location	
		Activity	
<b>Top Categories</b>			
1	Author	Zane	
2	Society & Culture Website	My Husband Is My Best Friend	
3	Health/Beauty	My Black is Beautiful • Dove	
4	Media/News Company	The Spruce • Essence	
5	Just For Fun	My Baby Daddy Aint Shit	
6	Comedian	Blameitonkway • D.L. Hughley	
7	Entertainment Website	Real Housewives of Atlanta Fansite by Wetpaint.com • The Shade Room	
8	Clothing (Brand)	Torrid • David's Bridal • Lane Bryant • Amazon Fashion	
9	Public Figure	Nephew Tommy • Phaedra Parks • JJ Smith • Yandy Smith • Gary Owen	
10	Performing Arts	Lisa "Left Eye" Lopes	
<a href="#">See All</a>			

## Page Likes

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

Page	Relevance 	Audience	Facebook 	Affinity 
Zane	1	2.3K	1.2m	157x 
Tamar & Vince	2	1.8K	930.9K	154x 
Rasheeda	3	2K	1.1m	146x 
Bell Biv DeVoe	4	1.9K	1m	145x 
My Husband is My Best Friend	5	2.1K	1.2m	142x 
Joseline Hernandez	6	2K	1.1m	142x 
Lyfe Jennings	7	2.2K	1.3m	140x 
Nephew Tommy	8	1.8K	1m	139x 
My Black is Beautiful	9	3.5K	2.1m	134x 
Jaheim	10	2K	1.2m	133x 

[See More](#)

In the 'Page Likes' tab, we find out that these women value their husbands (My Husband is My Best Friend) but that they may have had previous marriages or children from previous relationships (My Baby Daddy Ain't Shit). With page likes such as Dove and My Black is Beautiful, we can deduce that they believe in self-love. According to their page likes, they also enjoy reality TV with their most relevant page likes being of reality show stars.

**Audience 3**

20K - 25K monthly active people ⓘ

**People on Facebook**

Country: United States of America, Canada ⓘ

Demographics

Page Likes

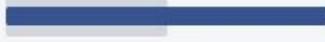
**Location**

Activity

**Top Cities**

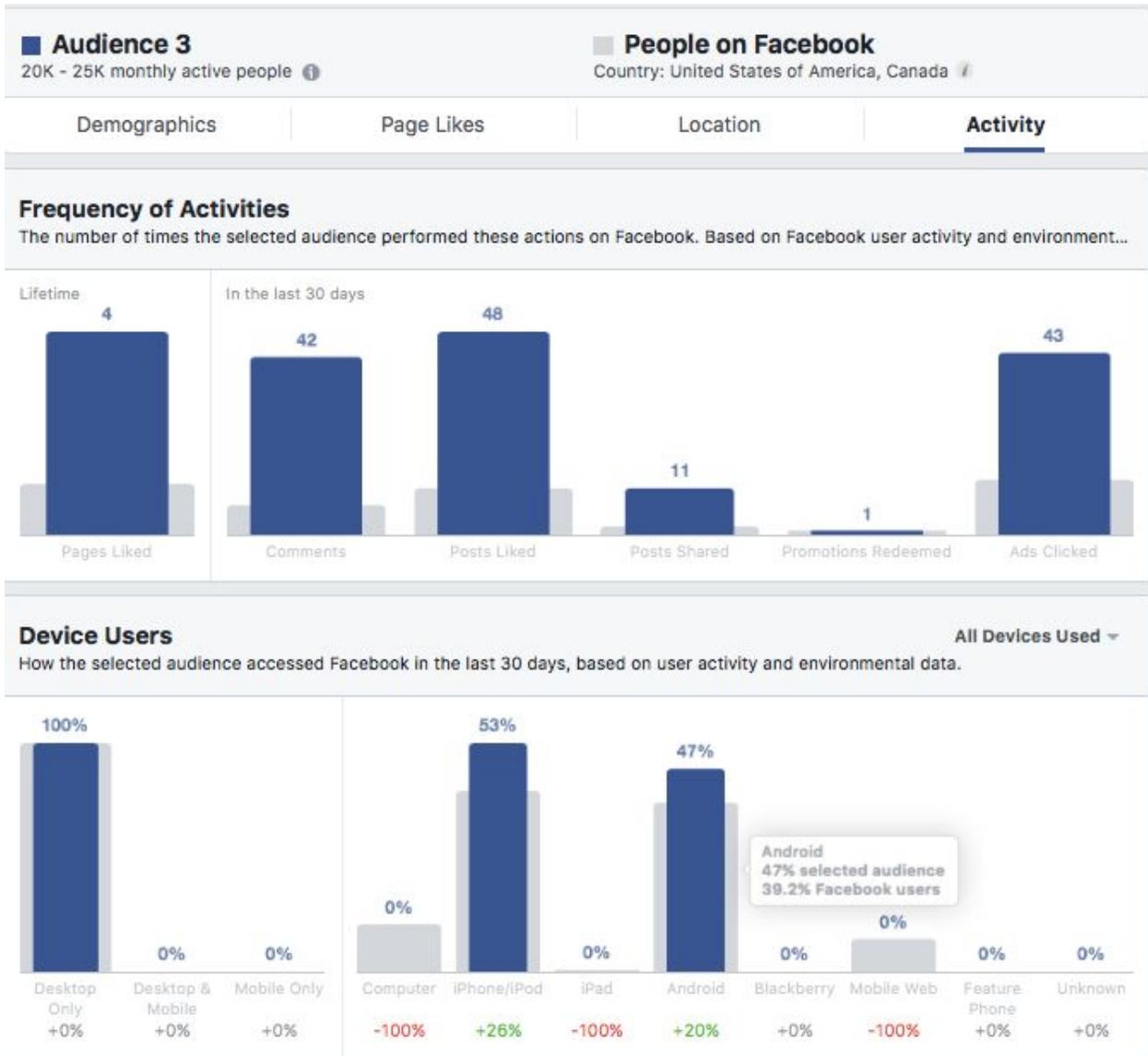
Top Countries

Top Languages

Cities	Selected Audience	Compare ▾
San Diego, California, United States	1% 	+100%
Las Vegas, Nevada, United States	1% 	+100%
Phoenix, Arizona, United States	1% 	+67%
Philadelphia, Pennsylvania, United States	1% 	+67%
San Antonio, Texas, United States	1% 	+67%
Chicago, Illinois, United States	2% 	+54%
Atlanta, Georgia, United States	1% 	+43%
Dallas, Texas, United States	1% 	+43%
Manhattan, New York, United States	1% 	+25%
Los Angeles, California, United States	1% 	-9%

[See All](#)

In the 'Location' tab, we see that most of this target market is situated in Chicago.



Finally the 'Activity' tab, we see that these women click on a lot of ads. They are also very interactive by liking on average 48 posts and commenting on 42. They also only use mobile access to Facebook with iPhone being the mobile of choice and Android second.

Alternatives competitors:

[https://www.mytherabox.com/?gclid=CjwKCAjwxILdBRBqEiwAHL2R8zSIqPTKPNCDQwm7n6a6DZR1PsfZRoB6QiHc09-E9Ur2PIvL76A-cxoCYdUQAvD\\_BwE](https://www.mytherabox.com/?gclid=CjwKCAjwxILdBRBqEiwAHL2R8zSIqPTKPNCDQwm7n6a6DZR1PsfZRoB6QiHc09-E9Ur2PIvL76A-cxoCYdUQAvD_BwE)

SIMILAR WEB ANALYSIS: (not much data about the website)

<https://www.similarweb.com/website/mytherabox.com#search>



This company is a one-of-a-kind self care subscription box delivering fresh new ingredients of happiness straight to your door every month! Therabox is founded by a practicing therapist based on her passion towards the amazing mechanics of the brain, and your ability to change it.

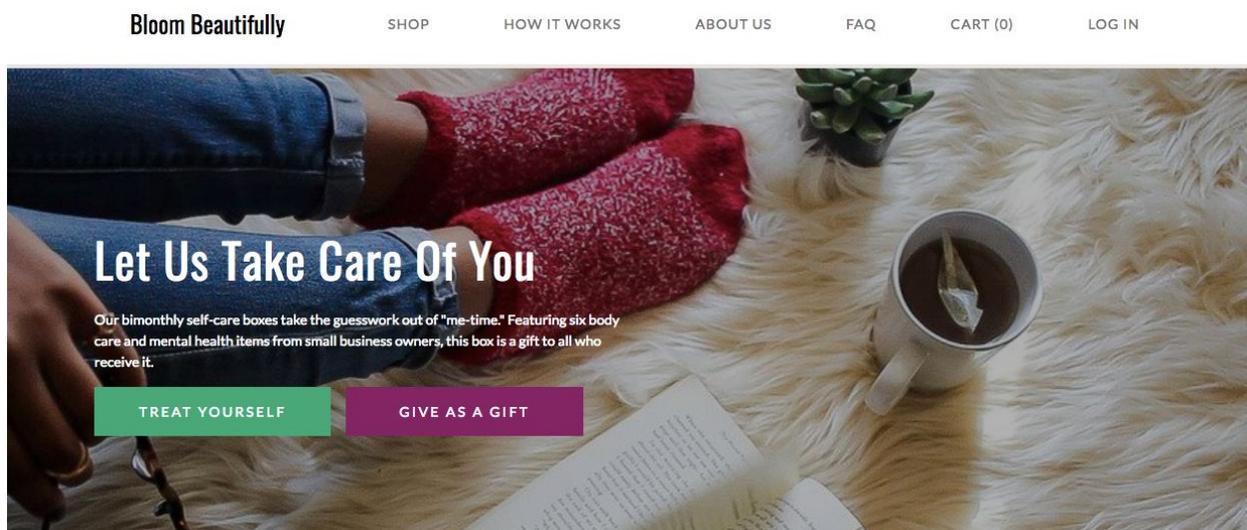
Price \$34.99 USD for Month by Month



<https://www.theseelfcarebox.com/>

SIMILAR WEB ANALYSIS: (notmuch data about this site)

<https://www.similarweb.com/website/theseelfcarebox.com#overview>



This company targets people who are looking for ; "These boxes are the fun, shiny thing that opens the door to conversations about self-care," she says. "Once you get in the habit of talking about pampering yourself with luxe body butters and face masks, it's easier to talk about the harder stuff."

The self-care boxes are MYSTERY boxes - so you feel you are receiving a new gift each time

Price \$ 15.99 USD each box



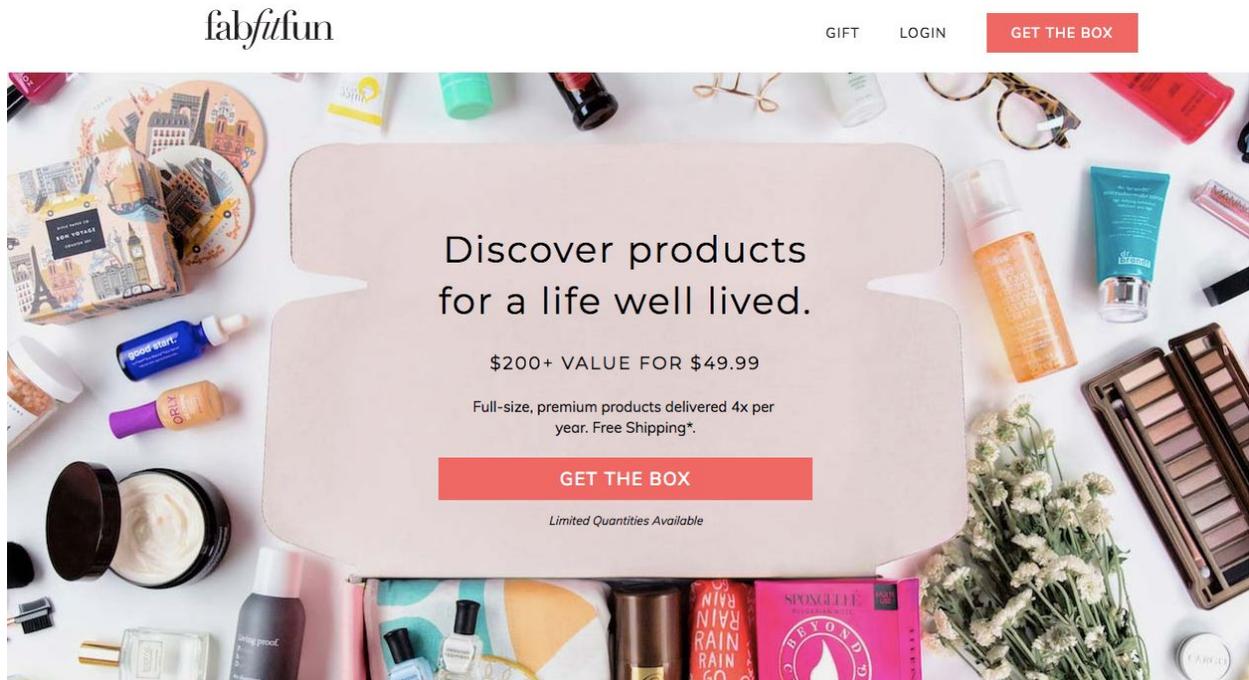
**Self-Care Mystery Box**

\$15.00

[https://fabfitfun.com/get-the-box/?gclid=CjwKCAjwxILdBRBqEiwAHL2R804\\_FML4isogmxEelfBp2K0l6NjerB3s5ViQKvBIg3DQZlsf6A0PBROcJUcQAvD\\_BwE#plan=ffvip](https://fabfitfun.com/get-the-box/?gclid=CjwKCAjwxILdBRBqEiwAHL2R804_FML4isogmxEelfBp2K0l6NjerB3s5ViQKvBIg3DQZlsf6A0PBROcJUcQAvD_BwE#plan=ffvip)

SIMILARWEB ANALYSIS:

<https://www.similarweb.com/website/fabfitfun.com#search>



This company works by you creating your own personalized box with all the items you have chosen to add. They are very about membership and loyalty towards the brand, they do a lot of collaborating with influencers and celeb promoting.

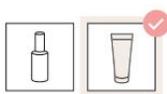
Price depends on the amount added towards the box about \$ 49.99 USD

## HOW IT WORKS



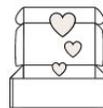
### ORDER

Become a member and for just \$49.99 each season, you'll get the box filled with 8-10 full-sized, premium products valued at over \$200.



### CUSTOMIZE

Each season choose products & add-ons you want in your box. Or keep it a surprise. You'll love it either way!



### GET IT

Indulge in the best in beauty, fitness, wellness, home, and everything in between. Don't forget to #fabfitfun when you share!



### EXPLORE

With your membership, work out anywhere with FabFitFunTV, shop exclusive member sales, and join our amazing FabFitFun community.