



INBOUND vs OUTBOUND



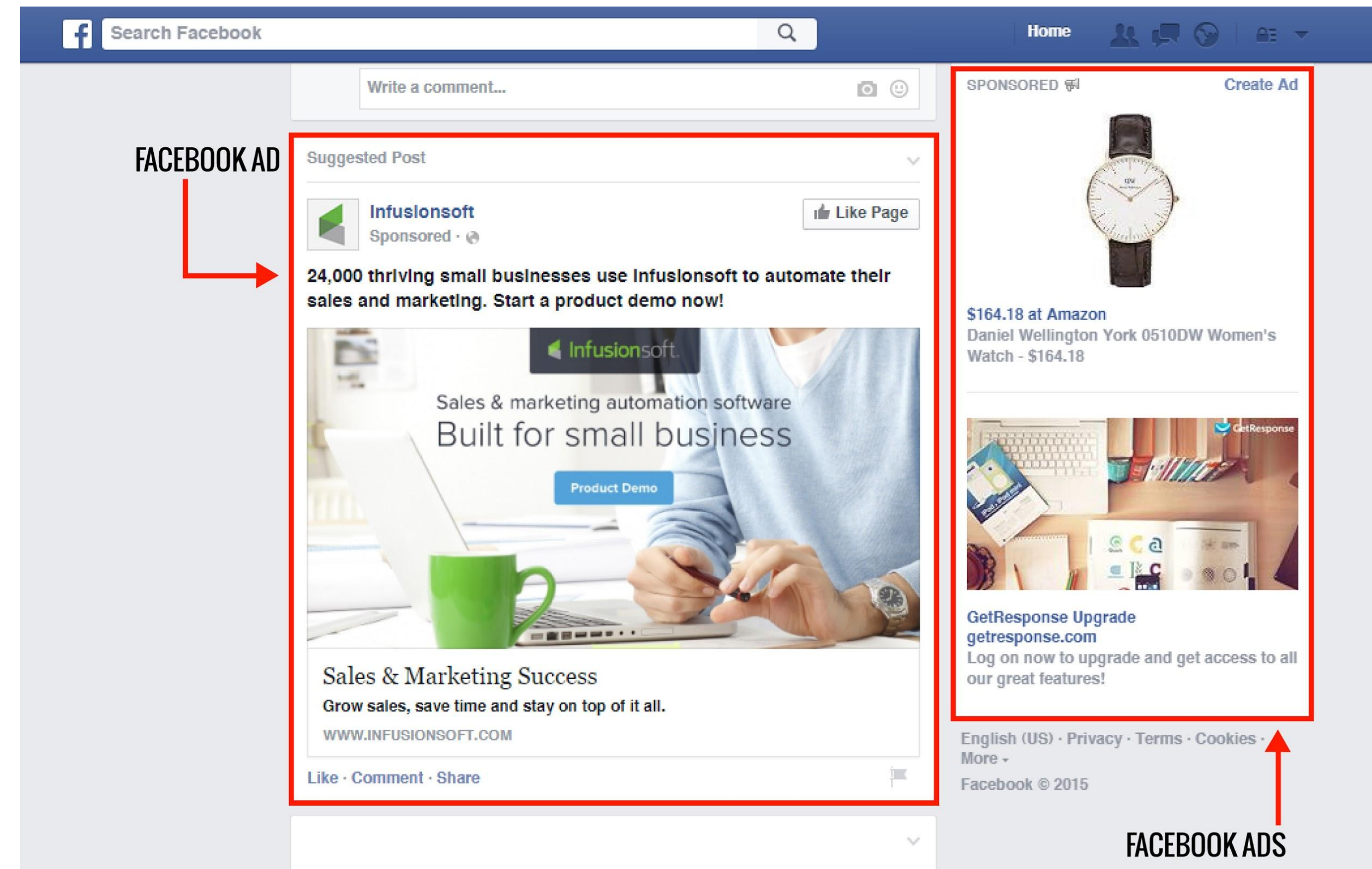
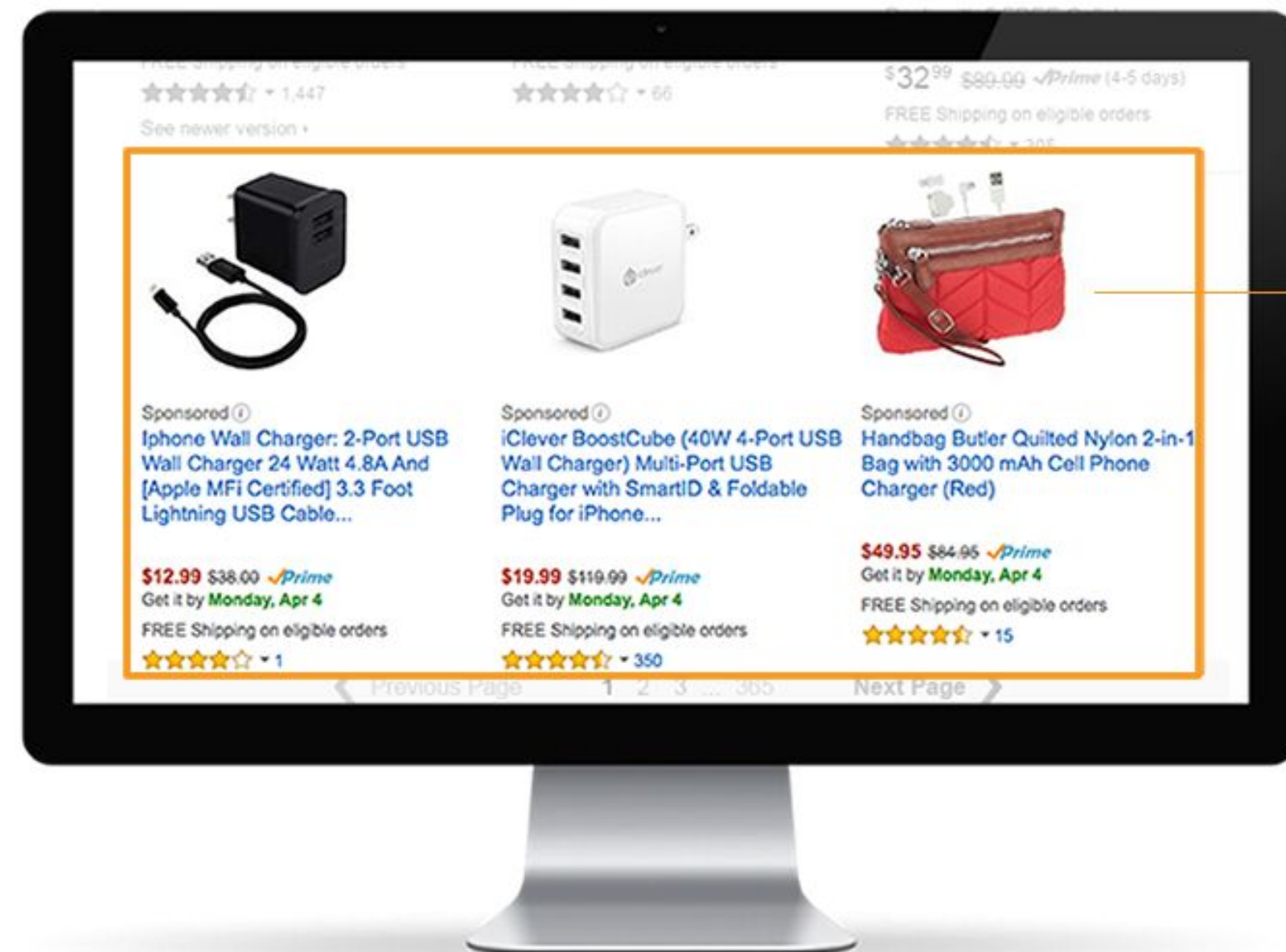
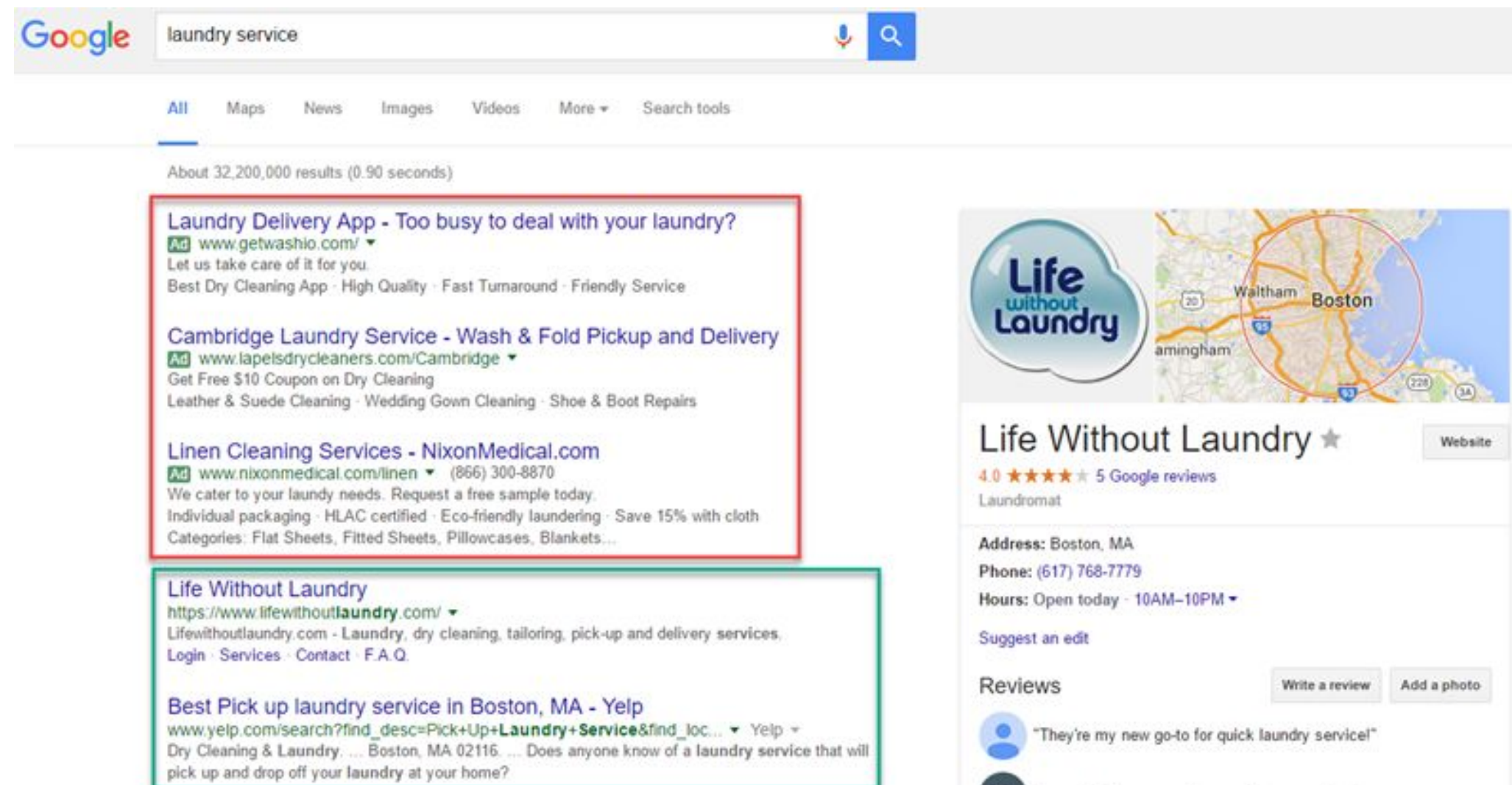
Outbound marketing is inherently obfuscated, duplicitous and full of shit.



Marketing is a PROCESS



Facebook is not Google or Amazon



No, seriously.



Audience > Query

Audience Targeting		EMBERTRIBE	
	<u>Tailgaters (research for Patriots)</u>	<u>Wedding Organizers</u>	<u>Worried Parents</u>
Demographics	49% Women / 51% Men, 25-44 Likely to be married	88% Women / 12% Men, 25-44 Likely to be in a relationship or engaged	95% Women / 5% Men, 30-55 Likely to be married
Devices Used	Iphone or android users. More into mobile than desktop.	Iphone or android users. More into mobile than desktop.	Both <u>desktop</u> and mobile users
Income Level	At least \$50k-100k/year / 84%+ are <u>home owners</u>	At least \$50k/year / 77%+ are <u>home owners</u>	At least \$50k/year / 82%+ are <u>home owners</u>
Interests to Try	Tends to like the FB pages of sports groups or brands: Patriots United, Teddy Stick. Also tend to lean more conservative.	Tends to like a lot of jewelry brands (related to engagement rings): Tacori Engagement Rings, Wedding Bands and Jewelry, Brilliant Earth, Blue Nile & boutiques (The Pink Lily Boutique, The Blue Door Boutique, The Mint Julep Boutique)	Tends to like a lot of "better mom" interests: Money Saving Mom, Single Dad Laughing, The Better Mom, Positive Parenting: Toddlers and Beyond, Ser <u>Padresm</u> HuffPost Parents, Scary <u>MommyB</u> , <u>abble</u>

Consider Intent

