Define your Target Audience

Audience Description	Key Benefits



s Offered to Audience

Sample of how to fill out : Define your Target Audience

Audience Description	Key Benefit
Young professionals aged 25-35 who are interested in fitness and wellness. They struggle to find time for exercise and need convenient solutions.	Convenient at-h plans, and time-



ts Offered to Audience

home workouts, personalized fitness e-saving exercises for busy schedules.

Al-Driven AD Targeting

Targeting Parameters	Creative Ideas for Personalized Ad Content
	Targeting Parameters





Sample of How to Fill out: AI-Driven AD Targeting

AI Targeting Tools	Targeting Parameters
AI Tool A	Demographics: Age, Gender, Location



Creative Ideas for Personalized Ad Content

Show different ad visuals based on the user's age and gender.

Chatbot Implementation

Customer Queries	AI-Driven Chatbot Platforms	Conversational Flow and Responses



Sample of How to Fill Out: Chatbot Implementation

Customer Queries	AI-Driven Chatbot Platforms
Order inquiries	Chatbot Platform A



Conversational Flow and Responses
Greet the user, ask for order details, provide order status and tracking information.

Facebook Post Visibility

Facebook Algorithm Updates	Posting Schedule	Content Formats to Experiment With



Sample of how to Fill out: Facebook Post Visibility

Facebook Algorithm Updates	Posting Schedule	Conversational Flow and Responses
Stay up-to-date with the latest algorithm changes and updates from Facebook.	Determine the best times to post based on your target audience's behavior and engagement patterns.	Try different types of content such as images, videos, infographics, and carousel posts to see what resonates best with your audience.



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