My group’s product/service/company to market: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Facebook Audience Insights**

What location, demographic, interest, or advanced criteria did you select to best match your product/service/company audience?

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What insights did you gain from viewing the narrowed audience in Facebook’s marketing tool? Eg. Are there certain demographics, occupations, locations that could serve as a target audience? Can you use the Page Likes to identify audience interests?

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**Google Trends**

What keywords did you use in the Google Trends tool to analyze your market? Did you narrow to specific locations or years?

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What insights about search interest did you gain about your product/service/company? How can you apply these insights to your marketing strategy?

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**Other data**

Considering your product/service/company and what you know about user data collection and aggregation, what user data would be useful for marketing or market research purposes? How might that data be generated and who might have access to it?

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