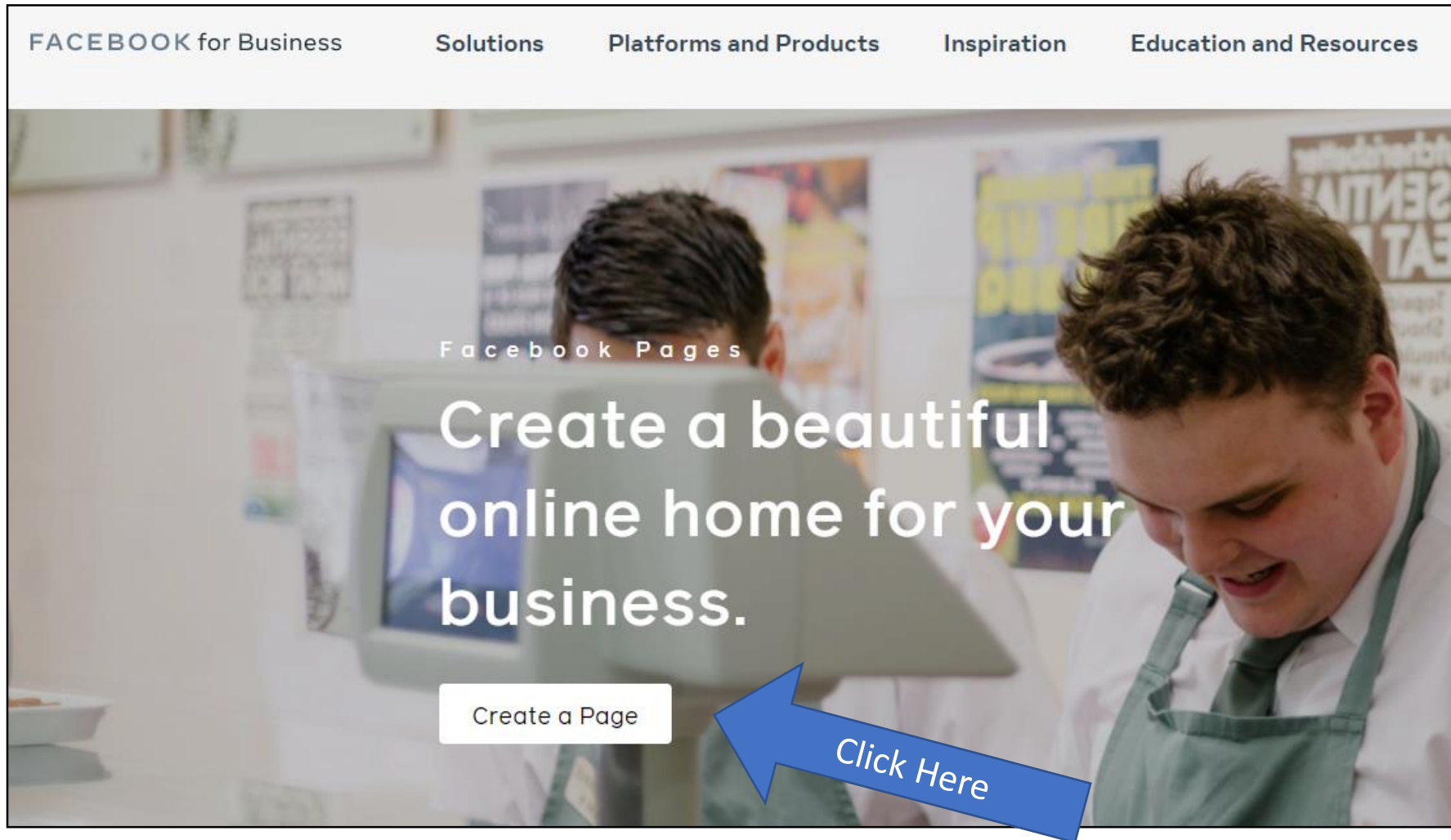


You must first create a Facebook Page to access Facebook Business Suite.

<https://www.facebook.com/business/pages>



Created by Ben Richards

1. Create a page

Pages > Create a Page i

Create a Page

Page Information

Page name (required)
My test page ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)
Market Research Consultant × ✓

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

You can add images, contact info and other details after you create the Page.

Create Page

Fill out the form and click 'Create Page', and then Save.

The information entered can be completely arbitrary.

Pages can be deleted permanently after use.

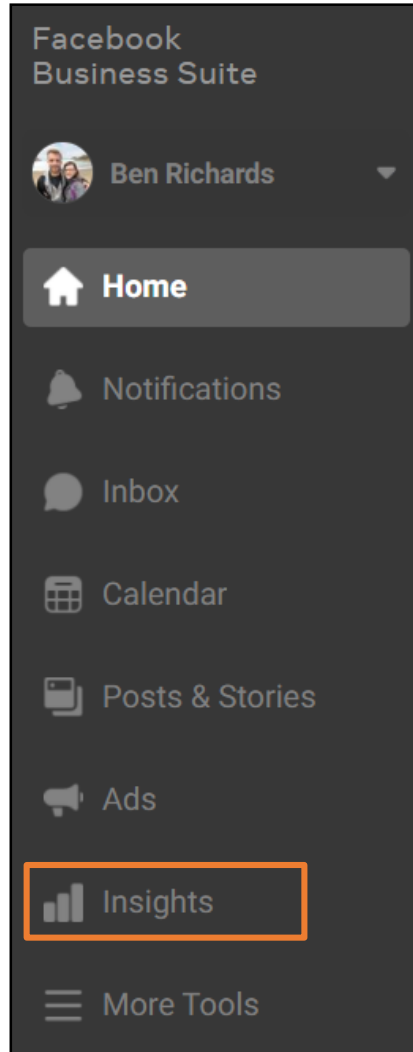
2. Click 'Business Suite'

Manage Page

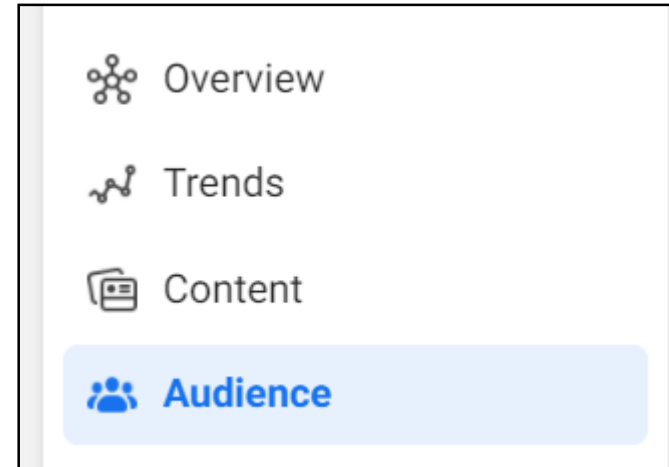
M My test page ▼

- Page**
- News Feed
- Updates ● New updates
- Manage Shop
- Business Suite**
- Inbox
- Business Apps
- Resources & Tools
- Manage Jobs ▼

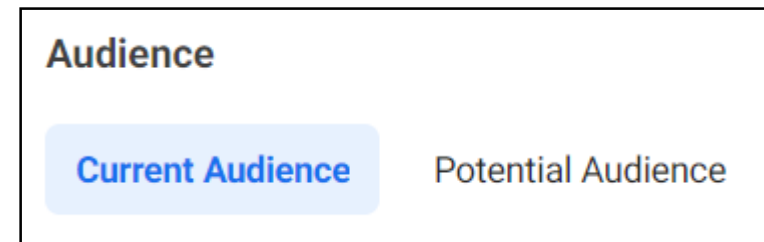
3. Click 'Insights'



4. Click 'Audience'



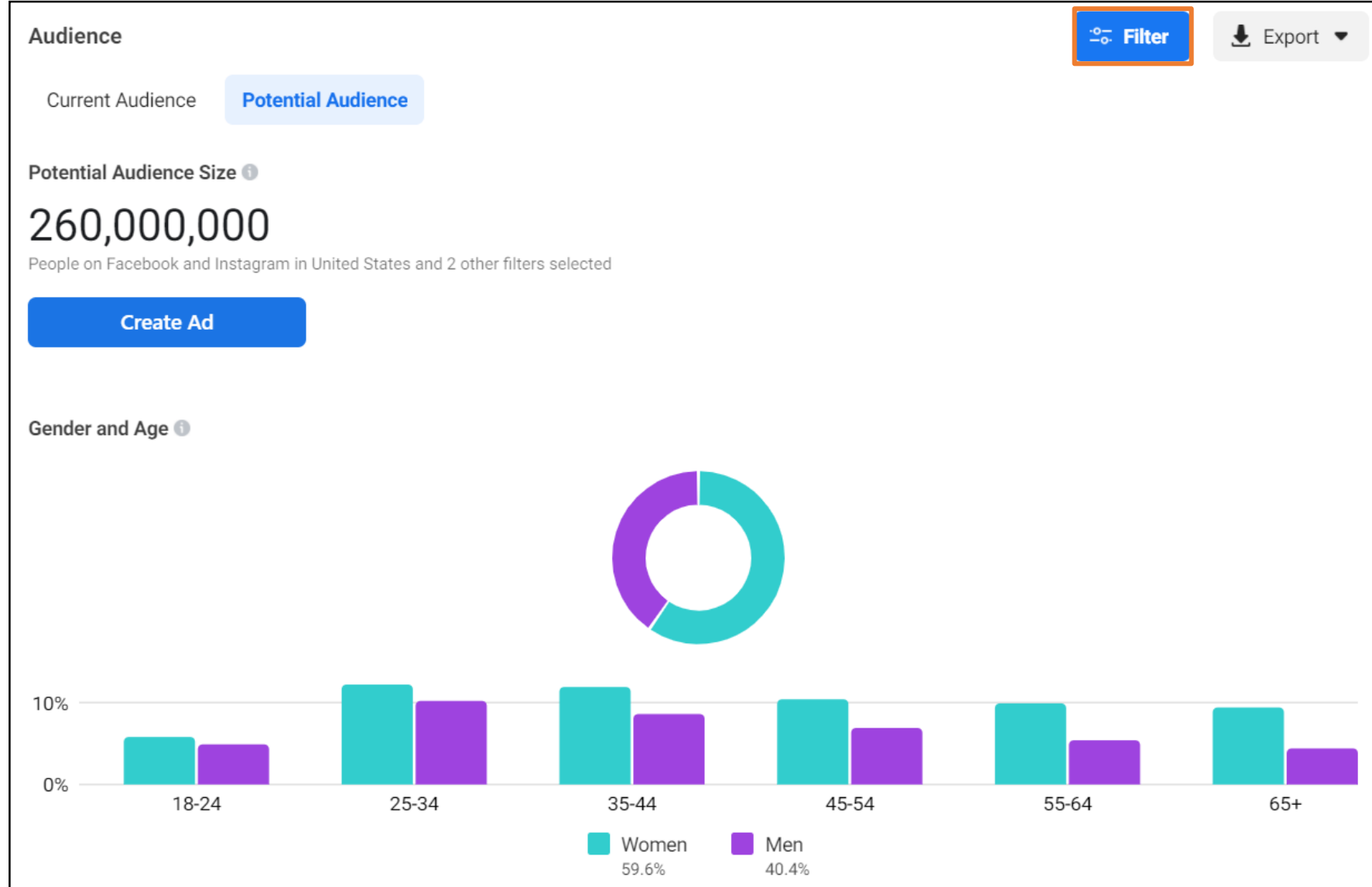
5. Click 'Potential Audience'



You can use Audience Insights to...

- Gather audience (or target market) demographics
- Roughly estimate size of interested audiences
- Create psychographic profiles of audience

6. Click on 'Potential Audience'. The view starts by showing all Facebook and Instagram users 18 years old and above.



7. Click 'Filter' to begin modifying audience parameters.

As you add more filters, your demographics will change and the potential audience will shrink

Filter ×

Location

🔍 Ohio, United States ×

Age

18 ▾ — 65+ ▾

Gender

All ▾

Interests

🔍 Home improvement ×

Language

🔍 Add a language

[See your audiences in Ads Manager](#)

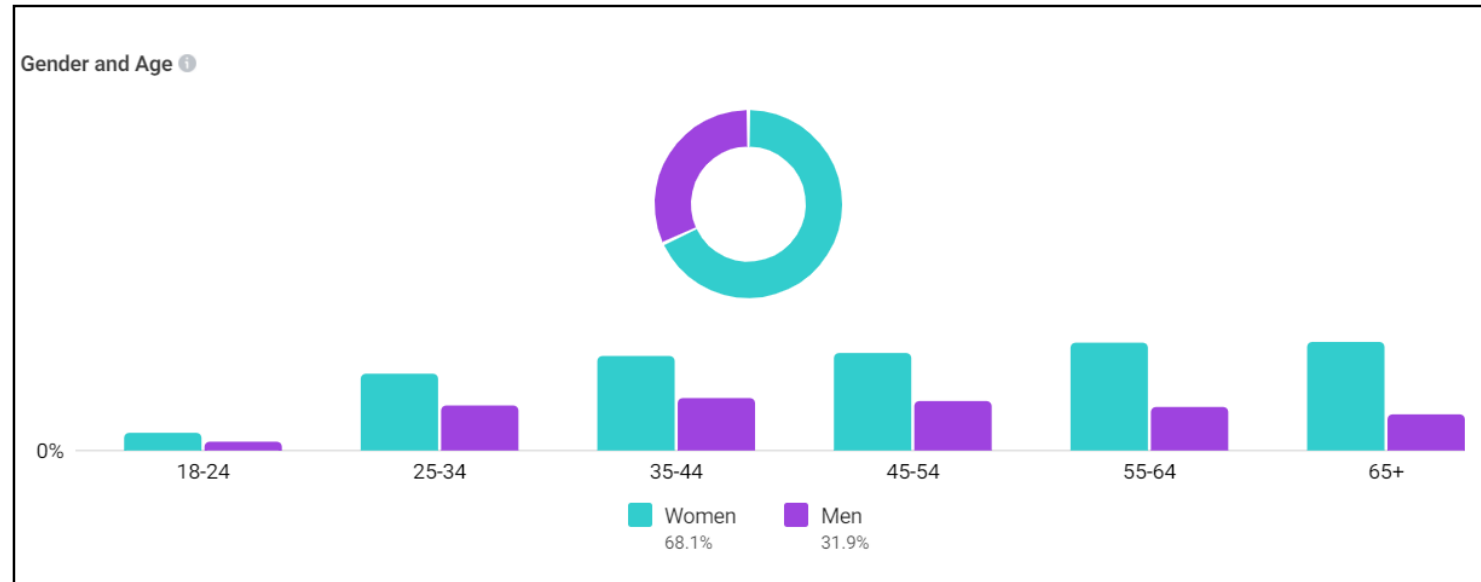
Create Audience

Clear Filters

Potential Audience Size ⓘ

2,700,000

People on Facebook and Instagram in Ohio, United States and 3 other filters selected



Additional audience interest filters are applied with the OR operator.

Filter ×

Location
Ohio, United States ×

Age
18 ▼ — 65+ ▼

Gender
All ▼

Interests
Home improvement ×

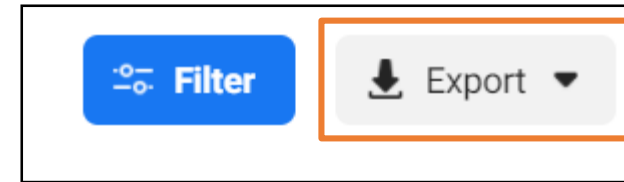
Language
Add a language

[See your audiences in Ads Manager](#)

Create Audience

Clear Filters

Click 'Create Audience' to save the audience for access in Ads Manager (another analytics platform from Facebook). Editing the audience there allows AND and NOT combinations of interests for narrower selections, but less demographic information.



Click 'Export' to export the available data to .csv format. Different combinations of interests can be further analyzed in Excel.