



Photo: Alexas Fotos

When running payroll ads on Facebook, you may have found that simply choosing a geographic area, age range, and gender may not have given you the ROI or lead generation you were hoping for.

This tip will help you to narrow your audience to only those who manage or administer payroll services at their company in the geographic area you select.

In the ad campaign, under the Audience / Detailed Targeting section, combine demographic and interest-based targeting to reach your optimal audience using job titles and interests, such as these:

Demographics → job titles:

- Payroll manager
- Payroll administrator
- Human resource director
- Human resource specialist

Interests → only [list the software](#) you use and also include your firm's name as an interest:

- QuickBooks
- Gusto
- Sage 50Cloud

- Xero
- Intuit Payroll
- Sage Intacct

By creating campaigns using job titles and interests, you're more likely to reach your target market, to generate leads or website clicks, and to accomplish the campaign objective.

Will you implement this tip on your next Facebook ad campaign?

### Additional Resources

- [The Ultimate Guide to Facebook Ads eBook](#)
- [How to Write Compelling Facebook Ad Copy](#)
- [6 Tips to Revolutionize Your PPC Campaigns](#)
- [Advanced Google Ads Bidding Strategy](#)

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