

adschallenge

DAY 1

RETRAIN YOUR BRAIN



Today's action item focuses on shifting your mindset of being a consumer of social media to a producer. And this all begins with market research to have a better understanding of how you're being influenced, so you can influence the right people to purchase your offer.

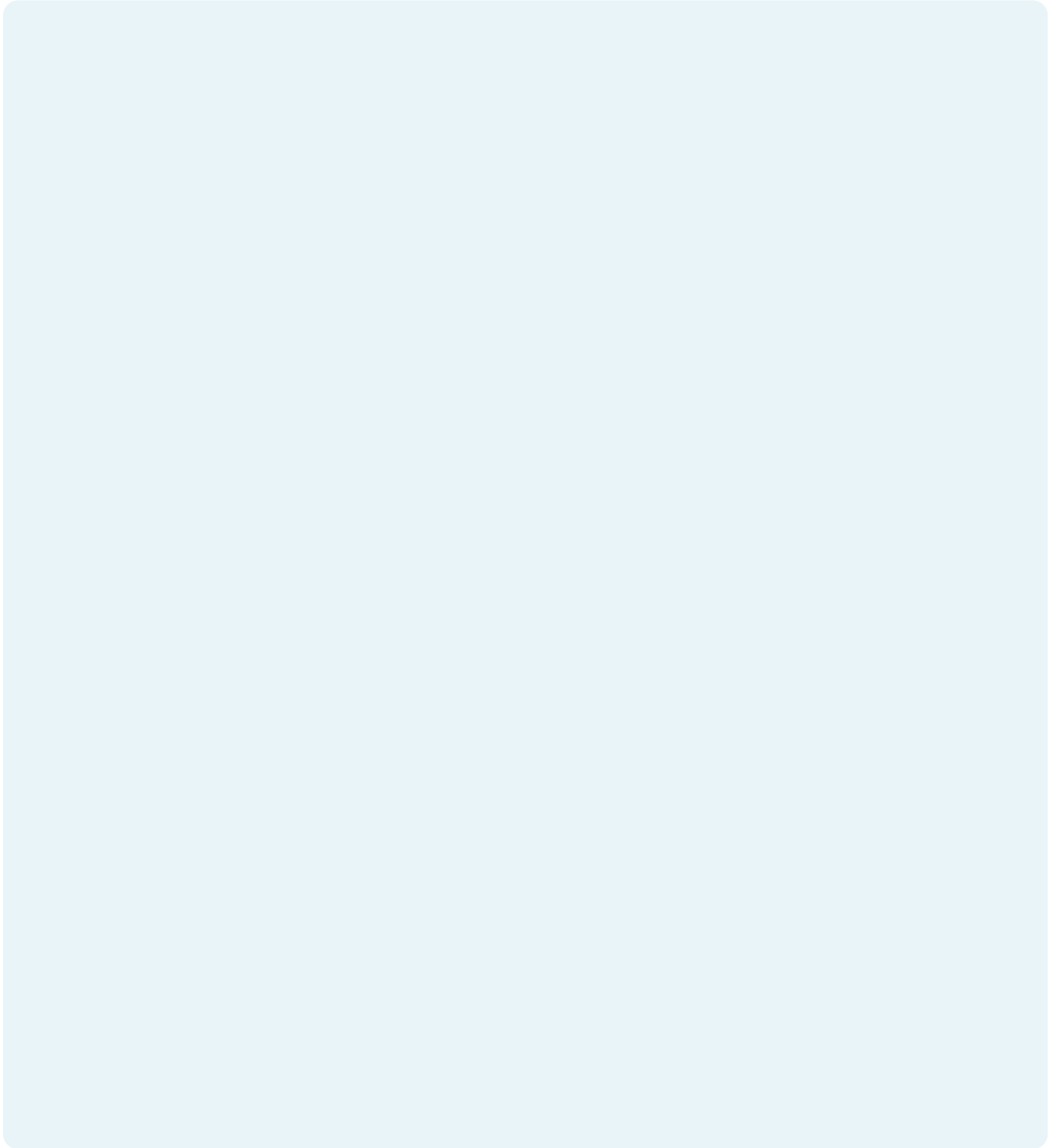
After watching today's challenge video, take some time to do some market research on your social media feed. Look at how you're being targeted with the ads showing up in your feed and take notes on what those interests are. Also go into your ads preferences to see all the interests you're being targeted with.



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How are you being targeted with ads on your social media feed?

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What 3 things do you see match that your perfect client would have for targeting?



1

2

3