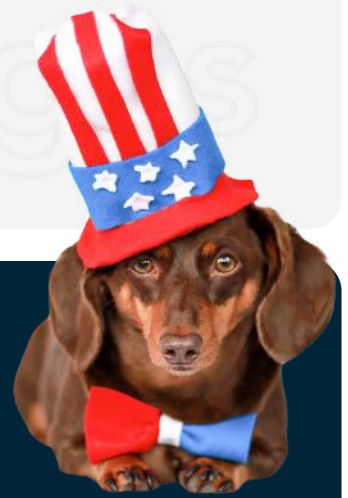




Cheat Sheet:

# Fourth of July Targeting Ideas



The Fourth of July is a peak spending season in the US, with an estimated **\$9.5 billion** sizzling on summer festivities.

But with so much competition for consumer attention, ensuring your marketing message lands with the right audience is important.

## Key demographics to consider

- 1 Families with young children:**  
 This group is likely to be planning barbecues, picnics, and other outdoor activities.
- 2 Outdoor enthusiasts:**  
 This audience enjoys spending time outdoors and may be interested in camping gear, hiking essentials, outdoor apparel, and sporting goods.
- 3 Grill masters and party hosts:**  
 People who enjoy hosting Fourth of July gatherings will be looking for high-quality grilling equipment, grilling accessories, party supplies, and beverages.

## Strategic Targeting: Reach the Right Audience

Paid social media advertising platforms offer powerful targeting options.

Here's how to get granular:

- Demographics:** Age, location, income, and even life events (like becoming a new parent) can all play a role.
- Interests & Behaviors:** Does your ideal customer love golf? Maybe they're a fitness fanatic or a craft beer connoisseur. Target your ads to their passions.
- Purchase History:** Show your latest grill to past grill-masters, or target fans of your athletic wear to adult children looking for an active gift for Dad.

[Facebook Ads Manager](#) allows you to create highly targeted campaigns. Here are some starting points to inspire your Independence Day audience selection. [Click here to check.](#)



Pro tip: To improve your campaign's performance and relevance, add an extra layer of targeting using Facebook's "Detailed Targeting" options. [See examples here.](#)

# Facebook Ads: Detailed Targeting Suggestions

## Interest

• Patriotism (emotion)	20,065,663 - 23,597,220
• Outdoor recreation	581,478,290 - 683,818,470
• Grilling (cooking)	149,629,863 - 175,964,720
• Hiking trails (hiking)	22,134,892 - 26,030,633
• Barbecue (cooking)	348,044,897 - 409,300,800
• National flag (law & government)	2,617,134 - 3,077,750
• American culture (culture)	20,169,727 - 23,719,600
• American rock (music)	138,605,909 - 163,000,550
• American folk music (music)	83,119,345 - 97,748,350
• Veterans' benefits (military)	63,231 - 74,360
• Veterans (US)	1,124,569 - 1,322,494
• Holiday (event)	321,733,154 - 378,358,190
• Summer (time)	108,147,976 - 127,182,020
• Beer (alcoholic drinks)	333,167,653 - 391,805,160
• Beaches (places)	413,340,857 - 486,088,848
• Beach Park (water park)	3,347,542 - 3,936,710
• Craft Beer and Brewing (beer)	674,911 - 793,696
• Country music (music)	470,572,865 - 553,393,690
• Country rap (music)	110,069,175 - 129,441,350
• Texas country music (music)	8,938,324 - 10,511,470
• Music festivals (events)	293,265,824 - 344,880,610
• Summer vacation	89,760,756 - 105,558,650
• House party (event)	4,151,037 - 4,881,620
• Food (food & drink)	1,204,339,217 - 1,416,302,920
• Snack food (food & drink)	187,019,243 - 219,934,630
• Barbecue in the United States (cooking)	200,306 - 235,560

# Facebook Ads: Audience Scenario Samples

## Scenario 1: Selling Fourth of July themed shirts

This campaign focuses on men passionate about grilling. We target them based on their interest in "Grilling" and "BBQs."

The ad visuals could showcase your product (innovative grilling tools, marinades) alongside mouthwatering barbeque dishes, appealing to their grilling expertise.

### Targeting sample:

- Demographics: Men (Ages 35-55) with a high household income.
- Interests: "BBQ," "Grilling," "Craft Beer."
- Behaviors: Engaged with content from grill manufacturers or stores like Home Depot.
- Employers (optional): Consider targeting industries known for grilling enthusiasts (construction, landscaping).

## Scenario 2: Patriotic Pet Parents

This campaign targets pet owners who enjoy spending time outdoors with their furry companions. We target them based on their interest in "Pets" and "Dog Parks" alongside "Outdoor Activities."

The ad could showcase your product (pet bandanas with American flags, dog-friendly fireworks displays) and how it allows them to include their beloved pets in the festivities.

# Facebook Ads: Audience Scenario Samples

## Scenario 3: Targeting Family with Matching Outfit

This campaign targets couples and young families with an interest in "Fourth of July" and "Outdoor Activities."

They likely work for companies with a strong family culture. The ad copy can highlight how your product (think: glow sticks, lawn games) creates lasting memories for families celebrating Independence Day.

### Demographic sample:

- Parents (All)
- New parents (0-12 months)
- Parents with toddlers (01-02 years)
- Parents with preschoolers (03-05 years)
- Parents with early school-age children (06-08 years)
- Parents with preteens (08-12 years)
- Parents with teenagers (13-18 years)
- New Parents
- Moms of Grade School Kids
- Moms of High School Kids
- Stay-at-Home Parent
- Stay-at-Home Moms
- Soccer Moms
- Trendy Moms
- Corporate Moms
- Fit Moms
- New Moms

# Always-On Campaign: Customer Segments

## **New Customers:**

Target with first time customer deals weeks before the event.

## **Last Year's New Customers:**

Target with special offers to celebrate their anniversary.

## **One-timers:**

Retarget them with attractive deals and nudge them to become repeat buyers.

## **High-spenders:**

Offer them premium products or bundles assuming a higher spending capacity.

## **Recent customers (30-90 days)**

These recently engaged customers are prime targets for promotions.

## **Active Loyals:**

Reward loyal customers to keep them happy and engaged with your brand.

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