

List of Detailed Targeting Options for Bloggers and Affiliate Marketers

Targeting the right audience in Facebook ads is one of the most important factors. Below I have listed the interest groups that are very much related to blogging and affiliate marketing niches. This is to help you kick start your list building process. You can use these target audience groups to sell any products that you think are most relevant to them.

Please don't consider this as an exhaustive list, but I have manually done the research using different keywords and have listed them here.

Audience Name	Category	Audience Size	Best Target Audience Group
SEMrush	Interest	637,450	<ul style="list-style-type: none"> - For Promoting SEO Tools/hosting deals - For Driving traffic to blog articles - To reach bloggers, SEO consultants, freelancers, etc
Moz (Marketing software)	Interest	839,140	
SiteGround	Interest	185300	
Web hosting	Interest	22865100	
Search engine optimization	Interest	31751020	
Buffer (application)	Interest	369650	<ul style="list-style-type: none"> - For promoting social media tools - For driving traffic to social media blog posts - To reach social media marketers, solopreneurs
HootSuite	Interest	2088090	
Canva	Interest	4808090	
WPBeginner - WordPress for Beginners	Interest	238820	<ul style="list-style-type: none"> - For promoting blogging related products - To reach bloggers, WordPress users
AppSumo	Interest	335580	<ul style="list-style-type: none"> - For promoting lifetime deals - To reach digital marketers, solopreneurs, bloggers

Product Hunt	Interest	314350	
WordStream	Interest	214100	<ul style="list-style-type: none"> - For promoting tools related to online advertising - To reach digital marketers, paid ad users, solopreneurs
Search engine marketing	Interest	6183020	
MailChimp	Interest	3306950	<ul style="list-style-type: none"> - For promoting email marketing tools - To reach email marketers, digital marketers, business owners
Infusionsoft	Interest	946450	
Constant Contact	Interest	486040	
GetResponse	Interest	252000	
WordPress	Interest	16951600	<ul style="list-style-type: none"> - For Promoting SEO Tools, WordPress Plugins, Tools - For Driving traffic to blog articles - To reach bloggers, SEO consultants, Web developers, etc
Shopify	Interest	22010450	<ul style="list-style-type: none"> - For promoting Shopify themes, plugins, drop shipping tools - To reach drop shippers, developers, ecom business owners
Trello	Interest	488050	<ul style="list-style-type: none"> - For promoting productivity deals
Animoto	Interest	62460	<ul style="list-style-type: none"> - For promoting video softwares/ lifetime deals - To reach video marketers, graphic designers, etc.
Final Cut Pro	Interest	3124628	
Adobe After Effects	Interest	6535320	
Frequent international travellers	Behavior	378708308*	<ul style="list-style-type: none"> - For promoting travel products/accessories - To reach CXOs, people who prefer high end products
TripAdvisor	Interest	125926180	<ul style="list-style-type: none"> - For promoting travel products, travel packages

Trivago	Interest	37312370	- To reach solo and group travellers, tourists, etc.
Airbnb	Interest	118513530	
Football fans (high content engagement)	Behavior	55128775	- For promoting products related to football, sports - To reach people interested in football, sports, micro influencers
Sport Page admins	Behavior	7014332	
Anniversary within 30 days Anniversary within 31-60 days Anniversary (within 61-90 days)	Demographics	5982343*	- For promoting gift products, travel packages, etc.
Web design	Interest	48431340	- For promoting themes, plugins, web security solutions - To reach freelancers, web developers, etc.
YourStory	Interest	2475460	- To reach entrepreneurs, startups, freelancers
Amazon Kindle	Interest	18486980	- For promoting kindle books - To reach out to book readers, publishers, authors etc.

* Dynamic Numbers