July 2021
OKVetWorks Newsletter

Upcoming Training with the SBA
Independence Day
Facebook Ads
Well, I attended the 2021 Chiefs of Police annual conference at the end of June. This was a 3 day conference where I was able to meet with several chiefs about utilizing VOBs for their needs. I also met with several that have or are wanting to start-up their own business. This was an excellent conference and I am looking forward to many more in the future.

Below is the graphic for our training next week. It will be conducted live on our Facebook page and later posted on our YouTube Channel. We will be joined by experts from the SBA to help answer any questions you may have about financing your business. Hope you can join us!
July Featured Veteran Owned Businesses

Advanced Technologies

About
Advanced EMC Technologies prides itself on providing more than just high-performance polymer seals, bearings, Flexforce™ springs and precision components. Our company is built on real values plus an in-depth understanding of customer expectations and the ability to provide appropriate and effective solutions to the customer's needs and product requirements.

Products
- Polymer Seals
  - Spring Energized Seals
  - Rotary Shaft Seals
- Canted Coil Springs
- Bearings and Bushings
- Injection Molded and Machined Polymer Parts

(918)-994-7776
bvardeman@advanced-emc.com
5903 S. 107th East Avenue, Suite 108, Tulsa, Oklahoma
74146

Top Tier Tactical

2412 S Douglas Blvd Midwest City, OK, 73130
Email: sales@toptiertac.com Phone: (405) 737-2424
Independence Day (the Fourth of July or July 4) is a federal holiday in the United States commemorating the Declaration of Independence of the United States, on July 4, 1776. The Continental Congress declared that the thirteen American colonies were no longer subject (and subordinate) to the monarch of Britain, King George III, and were now united, free, and independent states. The Congress had voted to declare independence two days earlier, on July 2, but it was not declared until July 4.
Help your ads find the people who will love your business.

Facebook will automatically show your ads to people who are most likely to find your ads relevant. You can further target your ad delivery with three audience selection tools.

Reach everyone, or just a few.

<table>
<thead>
<tr>
<th>Core Audiences</th>
<th>Custom Audiences</th>
<th>Lookalike Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define an audience based on criteria like age, interests, geography and more.</td>
<td>Get back in touch with people who have engaged with your business, online or off.</td>
<td>Reach new people whose interests are similar to those of your best customers.</td>
</tr>
</tbody>
</table>

Define your audience for smarter ad targeting.

**Location**
Advertise in the cities, communities and countries where you want to do business.

**Demographics**
Choose your audience based on age, gender, education, job title and more. You can keep track of the types of people your ads are reaching, but Facebook will never share personally-identifiable information about them.

**Interests**
Add interests and hobbies of the people you want your ad to reach—from organic food to action movies—and make your targeted ads more relevant.

**Behavior**
Target your ads based on consumer behaviors such as prior purchases and device usage.

**Connections**
Choose to include people who are connected to your Facebook Page or event, or exclude them to find new audiences.
Get in touch with people who already know your business.

Custom Audiences allow you to connect with people who have already shown interest in your business, whether they’re loyal customers or people who have used your app or visited your website.

Contact lists
Connect with your customers and contacts on Facebook using information from your CRM system or email lists. You can even use information you collect in-store for online retargeting.

App users
If you’re a developer, install the Facebook SDK to create more relevant ads that drive people to take in-app actions like returning to a game, viewing an item or making a purchase.

Site visitors
Set up the Facebook pixel to automatically create a Custom Audience of people who visit your site or take certain actions there. With the pixel, you’ll be able to show people targeted ads for items they’ve previously viewed on your website.

Looking for insights?
Explore Facebook IQ to find insights about attitudes and behaviors of the people who are important to your business.

Reach new people who are similar to your current customers.

Lookalike Audiences are a fast and effective way to connect with people likely to respond to your ads. All you need to do is create a source audience of people you know. Your ads will then reach people with common interests and traits.
2132 NE 36th St. Oklahoma City, OK 73111
Toll Free: 855-701-6382
Central Office: 405-523-4000
HTTPS://ODVA.ok.gov/OKVetWorks