

Facebook Ad Checklist

Your guide to creating high-converting campaigns.

Step 1 - Defining Ad Strategy

- YOUR MARKETING OBJECTIVE - What do you want to achieve - leads, website visits, etc.
- YOUR AUDIENCE - Warm Audience (website, page visits, video views or a Cold Audience).
- YOUR PLATFORM - Facebook (newsfeed, mobile, messenger), Instagram etc.
- YOUR SALES FUNNEL - What's your funnel to convert your traffic?
- YOUR ROI - Set some goals & measure performance against these goals.

Step 2 - Setting Up Your Ad Campaign

- SELECT YOUR CAMPAIGN OBJECTIVE - Traffic, Video Views, Leads, etc.
- SELECT YOUR AUDIENCE - Custom Audiences, Location, Demographics, Detailed Targeting & Connections.
- SELECT YOUR PLATFORM - Facebook, Instagram, Messenger etc.
- SELECT YOUR BUDGET OPTIMISATION - Spend at least \$5 a day.
- SELECT YOUR OPTIMISATION & WHEN YOU ARE CHARGED - This will depend on your Objective, but go for an action rather than an Impression or Reach.
- SET YOUR BID AMOUNT TO AUTOMATIC - This will give you the best result.

Step 3 - Creating your Ad

- CHOOSE YOUR AD FORMAT - Carousel, Video or Slideshow.
- SELECT YOUR IMAGES/VIDEO - Choose the images or video that best represents your message.
- ADD YOUR COPY - Take your time to perfect your Ad copy. Include;
 - Attention > Interest > Desire > Action
 - Focus on the benefits of your products, service or offer
 - Think 'What's in it for them?'
 - Include a direct call-to-action & tell them what they should do next.

