



Checklist 10 - How To Monitor Your Facebook Ads

Project Name: _____

Date: _____

Yes No

As a marketer, it's expected of you to know when to make changes in your campaigns to make them more effective. You can't just sit there after setting a budget and starting a campaign from it. You have to monitor your advertisement time by time to keep a check on it and make changes to it if required. Here is how you can monitor your Facebook ads:

Making a Homepage:

1

You need to go to the Facebook Ads Manager to view the activity on your website. You can track your leads from there.

2

Your most visited page will be Ads manager during your campaign, so make it your homepage.

3

Get a full report of your daily campaigns and the way they are running and influencing the engagement on yo it website.

4

By doing so, you'll get an idea about which posts to run and which to stop running based on the insights that you get from ads manager.

5

By clicking on an ad, you can get a whole report about it that helps you to monitor that ad more effectively.

Notes

Checklist 10 - How To Monitor Your Facebook Ads

6 If your campaign is over, you can preview it by going to the Reports option in the menu of Ads manager.

Understand Every Indicator:

7 One of the most effective ways to monitor Facebook ads is to focus on various indicators that show the performance of the campaign.

8 In this step, you have to analyse data gathered from a campaign and understand every indicator well.

9 You can monitor your Facebook ad by getting an idea about the type of audience viewing your ad or the number of people viewing it.

10 Another indicator is the "Response" which indicates that after clicking an ad, how many people actually performed an action and visited your site.

11 By focusing on these stats, you can view the progress of your campaigns and monitor those areas for betterment that are lacking views and actions by audience.

Make Use Of Reports:

12 In the ads manager, there is an option to get reports about a campaign. Use it.

13 Start by choosing the format and timing of the report and extract it to analyse your work even better.

Notes

Checklist 10 - How To Monitor Your Facebook Ads

- 14 This way, you'll be able to monitor your ads according to the reports that will show the areas in which you lack some efforts.
- 15 Make sure that you target your audience before starting your final campaign because if your audience is interested in your work, your conversion rate will become higher.
- 16 So monitoring your type of audience is also very important to monitor your Facebook ads.
- 17 You can analyse your audience in the form of groups and produce ads for that particular group which provided you with more leads.
- 18 You can monitor your Facebook ads also by changing your landing pages from being complex to simple and eye-catching. Produce such ads that take audience to landing pages providing with more information about your brand.

Notes