



## Checklist 17 - Questions To Ask Before Setting Your Ads To Live

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Creating Facebook ads and using them to advertise for your brand is the first thing that you do as an advertiser, but you are not very clear about the timing of your campaign. Do you want to know when to launch your next campaign? Definitely, you'd have many questions in your mind right now, and this checklist is going to help you in identifying those questions that you should be asking at this moment. These are as following:*

### What Are Your Possible Goals?

1

The very first thing that you have to ask from your own self is, what are your goals?

 

2

You should have a clear idea about your campaign goals before launching it.

 

3

Ask yourself: are you looking for more leads? Or you want more engagement on your site? Or is it the product sale that you want to increase through this campaign?

 

4

Having a clear cut idea about your campaign objectives is essential before setting it to live.

 

### Who Are Your Audience?

5

Another very important question to ask is about your audience.

Notes

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- 6  
In this step, identify your audience type. Are those the one you want to target?
- 7  
Ask yourself what are these audiences really those that you want to sell your products to?
- 8  
You should know that you're targeting the right audience or not because the audience will take your campaign to the next level.
- 9  
You are supposed to have knowledge about your target audience: about their age, location, interests, likes and dislikes etc.
- What Is Your Budget?**
- 10  
First, you need to identify how much money you want to spend on your new campaign before starting it.
- 11  
Get an idea about the expenses that'll be covered during this campaign.
- 12  
So having a clear idea about the money expenditure on your campaign would be good to avoid leaving the campaign halfway.

*Notes*

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### How Should You Be Sending Ads?

- 13 Another important thing to ask yourself is about the medium of your campaign.
- 14 For a low budget, you have to identify your target audience and send your ads to them via mail.
- 15 You should ask yourself about the target audience to whom your Facebook ads manager will be sending the ad to.

### How you'll Be Tracking Your Campaign?

- 16 This is the final and the most important step of any campaign. You have to know it prior to starting a campaign.
- 17 Ask yourself about the tracking medium that you'll be using for tracking the success of your Facebook ads.
- 18 Use Facebook Insights or Google Analytics to identify your Facebook ads success and take further steps accordingly.

*Notes*