



## Checklist 18 - Final Facebook Ads Checklist

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

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

Yes No

*Facebook ads are a source of a good campaign, and you can use them to spread your business. The only thing that you need to know is the right method by which you can create a Facebook ad and send it to the target audience. The success of your campaign depends on the hard work that you perform while creating ads. The following checklist will help you in running a successful Facebook ads campaign:*

### Goals:

1

Start by identifying your goals for the campaign. Remember that you're advertising your brand for a particular goal.

 

2

Your goal can be anyone among Brand awareness, leads, conversions, traffic or engagement.

 

3

Choose one of the goals among these and set it as a basis for your Facebook ads.

 

### Objective:

4

After clearly understanding your goals for the campaign, the next step to do is to create the objectives for these Facebook ads.

 

5

Go to Facebook ads manager and choose your objective from the options mentioned there.

 

Notes



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### Target Audience:

6

Remember that a Facebook campaign can never be successful without audience.

 

7

You have to target audience for your campaign so that your ads can be sent to them and they can see them get engaged with your work.

 

8

You can also set the custom audience in the ads manager, and the ads manager will now find their profiles and will target them.

 

### Ad Strategy:

9

The next step is to have a clear Facebook ad strategy, and it can be the format of your ads.

 

10

You can choose from video, photo, slideshow or anything that you find suitable for your ad campaign.

 

11

You can now set your ad in a way that whenever someone interacts with it, it takes them directly to your website.

 

12

For this purpose, add a call-to-action button to your add.

 

### Create Ad:

*Notes*

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- 13 This is the most important step for your Facebook ad campaign because, in this step, you'll be creating your Ad.
- 14 If you don't have ads manager installed to your site, you can install it immediately.
- 15 And now you can create an ad by clicking on the "create ad" button in the ads manager.
- 16 Follow the guide shown in there and create your ad according to your taste and liking.
- Launch Ad:**
- 17 The final step is to launch your ad when it's ready.
- 18 You can advertise your Facebook ad on Facebook and send them to your target audience via mail as well.

*Notes*