



Checklist 3 - Facebook Ads For Landing Pages

Project Name: _____

Date: _____

Yes No

In today's world, almost everyone uses Facebook and is an active user there. By creating such Facebook ads that link to the landing pages of your website, you don't only increase the traffic to your site, but you also persuade the users to buy your products by taking them to your website automatically from the Ad. This trick is a key to successful marketing and here is how you can create such landing pages:

Know Your Purpose:

1

The very first step is to make sure that your landing page is related to what you want to advertise.

2

You have to keep your purpose insight and make your landing page accordingly.

3

It can either be a sign-up option for a newsletter or a direct link to buying the product; it totally depends on you.

Focus On Visuals:

4

Now that you know your purpose, its time for you to start creating your landing page for Facebook Ad.

5

Firstly, your Facebook ad Landing Page has to be visible and readable for the user.

Notes

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6 Do not forget to include the logo of your brand on the landing page to make it clear.

7 You can also include the images and visuals of your products on the Facebook ad that will take the user to your landing page containing that product to be bought.

Use Facebook Developer:

8 You have to focus on the style of your Facebook ad landing page. Under your profile picture, you can include tabs that are also landing pages.

9 First, develop some content outside of your Facebook page and link it to the already existing page of yours on Facebook by creating a tab.

10 Now get logged into Facebook Developer and there you'll see a green button displaying "add a new app", tap on it.

11 After this, choose from all the available options to complete the setup and get it done.

Make It Interesting:

12 To do so, you have to include the exact information in the ad as it is about the product.

Notes



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- 13 Make your landing page relevant to your ad so that no one faces difficulty in navigating your site.
- 14 Include a link to your website's main page or blog on your landing page to direct users to your original site.
- 15 Avoid directing audience to other sites as they'll lose all the interest in this process and won't reach your site.
- 16 Do not overcrowd your Facebook Ad landing page with information and use short and brief statements in the ads.
- 17 You can also showcase your privacy policy in your Facebook ads so that people can trust you.
- 18 Last but not least, disable all the other kinds of pop-ups because they might distract your audience and take them away from your original site.

Notes