



Checklist 7 - Creating A Facebook Ad Strategy

Project

Name:

Date:

Yes No

Facebook is the number one platform that is used by marketers to promote their brand. As a marketer and an entrepreneur, you need to have a brilliant Facebook ad strategy that won't only help you in the better advertisement but also will improve the skills that you'll need for much higher level promotions of your site. There are many ways to create such strategies, but here a few are mentioned below:

Initially Having a Goal:

1

This is the first step in making a good Facebook ad strategy and in this step, you have to focus on the purpose of creating this ad.

2

You need to be clear about the objectives of creating this Facebook ad. Ask yourself questions like, do you want more followers OR more engagement and sales of your product?

3

Choose from among such questions and make it a goal for your Facebook advertisement.

4

While starting up with the Facebook ad, you'll see three different options to choose from to set an objective. Choose it.

Targeting and Flourishing:

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Targeting is one of the major objectives of creating a Facebook ad, and this can be improved by getting your ads insight into the audience.

Notes



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6

Avoid less posting and post regularly to stay active.

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In creating a Facebook ad section, you have three major types of audience to choose from. These include everyone from Facebook or people connected to your page, or they can be the custom audience.

8

Choose the target audience from among these three to advertise your products to them.

9

You can also use Facebook Insights for this purpose and get an idea about your target audience from threads.

10

Making use of eye-catching posts as your Facebook ads can also give you more leads and is a number one strategy for a successful advertisement.

11

Use relevant images in your ads that correspond to your purpose of creating these ads.

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You can also include videos in your ads and make them look more interesting.

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Write your ad's headline very carefully as it will be the first thing to be seen by the audience when they see your ad.

Notes



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- 14 Now add call-to-actions to your ads according to the type of action you want your audience to take. It can either be purchasing the product or getting the app installed etc.
- 15 Another very successful Facebook ad strategy is to stop persuading your audience is clicking the ad by asking them to. You can make them understand that this ad and your product is beneficial for them; that's why they have to click it, not because you're asking them to.
- 16 Use A/B split testing and run different versions of the same ad to see which works best for you and your campaign.
- 17 You can also re-target your audience that didn't purchase anything but click on your ad.
- 18 Another strategy to follow is to develop landing pages and collect information about your audience by giving them an option saying "Learn more" that'll take them to a form to be filled.

Notes