

FACEBOOK ADS REFERENCE SHEET

- 1. Set up Facebook Pixel code with Google Tag Manager.
- 2. Set up a Facebook Page for your business you want to advertise.
- 3. Ask friends and others to "Like" your business Facebook Page.
- 4. When you get over 25 Page Likes, set up a Custom URL for your Facebook Page.
- 5. Visit 10 of your Top Competitors and make copies of their Facebook Page and posts.
- 6. Decide what your initial FB Ad Goal will be... Opt-ins? Webinar Registrations? Sales?
- 7. Decide on a FB Ad Model... to Lead Capture? Sales Page? Webinar Page? Content?
- 8. Decide on initial Ad Placement Location Newsfeed Ad? Post Boost? Right-side Ad
- 9. Decide what FB CTA Button you will use... Learn More, Download, Sign Up, Shop Now, etc.
- 10. Create 10 different images you can use in your Facebook Ads.
- 11. Write 5 different versions of Ad Copy you can use in your Facebook Ads.
- 12. Create a Custom Audience With Your Customer List (EMAIL match).
- 13. Create a Custom Audience With Your Customer List (PHONE match).
- 14. Create a Custom Audience With Your Opt-in Lists. (One for each major segment).
- 15. Create a Lookalike Audience for your Customer List.
- 16. Create a Lookalike Audience for each segmented Opt-in List.
- 17. Start an Ad Campaign targeting the Lookalike Audience for your Customers.
- 18. Start an Ad Campaign targeting the Lookalike Audience for your Opt-in Lists.
- 19. Start an Ad Campaign with a New Audience based on known Micro-Targeted demographics.
- 20. Split-test different ads for each campaign.
- 21. Slowly raise your Daily Budget for working campaigns; no more than 50% increase per day.
- 22. Expand & Test more campaigns and Audiences.
- 23. Carefully monitor conversions rates (and value per visitor or lead) from each campaign.
- 24. Pause campaigns producing < 50% of break-even.
- 25. Try and expand profitable campaigns through higher Daily Budgets & Ad CTR optimization.