

## CHECKLIST

# Facebook & Instagram Ads



Take a pen and check the steps to create your Facebook and Instagram Ads:

1. Check that your content includes:

- |   |                                      |  |
|---|--------------------------------------|--|
| <input type="checkbox"/> Title          | <input type="checkbox"/> Photo/Video | <input type="checkbox"/> Metadescription |
| <input type="checkbox"/> Call to Action | <input type="checkbox"/> Tags        | <input type="checkbox"/> _____           |

2. Install Facebook Pixel (measure, optimise & build audiences for your ad campaigns) on your FB Ads Manager and website.

3. Create a campaign through your Facebook Ads Manager (also used for Instagram).

4. Choose an objective:

- |                                    |                                      |                                     |
|------------------------------------|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Awareness | <input type="checkbox"/> Traffic     | <input type="checkbox"/> Engagement |
| <input type="checkbox"/> Leads     | <input type="checkbox"/> Conversions | <input type="checkbox"/> _____      |

5. Choose an audience based on:

- |                                   |                                    |   |
|-----------------------------------|------------------------------------|---|
| <input type="checkbox"/> Location | <input type="checkbox"/> Age       | <input type="checkbox"/> Financial Status |
| <input type="checkbox"/> Gender   | <input type="checkbox"/> Interests | <input type="checkbox"/> _____            |

6. Choose a placement:

- |                                   |                                    |                               |
|-----------------------------------|------------------------------------|-------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Instagram | <input type="checkbox"/> Both |
|-----------------------------------|------------------------------------|-------------------------------|



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7. Set your budget:

☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_

8. Set your schedule:

☐ < 7 days ☐ 1 week ☐ 1 month  
☐ 1 year ☐ \_\_\_\_\_ ☐ \_\_\_\_\_

9. Choose between automatic (based on FB's algorithm) or manual (you have complete control) bidding.

10. Choose between standard or accelerated (faster reach to your audience) delivery.

11. Design your ad:

☐ Single Image ☐ Video ☐ Carousel  
☐ Collection ☐ \_\_\_\_\_ ☐ \_\_\_\_\_

12. Post your content created in # 1.

13. Check your performance report:

☐ Engagement ☐ Performance ☐ # of Clicks  
☐ # of Likes ☐ # of Views ☐ \_\_\_\_\_

