



Checklist to a Successful Facebook Campaign



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Did you know that Facebook ads are a proven way to get in front of your specific target audience? If you are planning a Facebook campaign and want to make sure you've done it correctly, here's a checklist that covers everything you need to know:

1. Ad Formats
2. Ad Content and Design
3. Segmentation
4. Advertising Budget

Ad Formats

Choose which Ad type to use

Facebook offers a variety of different types of ads. The most affordable and popular are marketplace ads. These different ad types have different benefits. Try choosing one that suits your over goals. Here is a short list of the different types of ads:

- Marketplace ads
- Canvas ads
- Collection ads
- Carousel ads
- Facebook lead ads
- Dynamic product ads

Combine Ads

In order to run a successful Facebook campaign, we suggest running several ad types to see which ones attract the most clicks and generate the best results for your business. If you have been active on Facebook, you can combine ad formats in your campaign. Here is a list of different types of ad formats:

- Offer ad
- Mobile app ad
- Event ad
- App ad

Ad Content and Design

- Produce content the defines your strong selling points**

What is unique about your product or service? The easiest way to help you define your selling points is by looking competitors in your area and see how they created an ad campaign that stood out

- Create several ad combinations**

It is vital to plan ahead before creating a Facebook campaign. It is ideal to create A/B testing by combining text and images in different ways. This is will give you valuable insight and provide answers to what works best- what type of ad gets most clicks and what ads generate most sales

- Carefully choose image(s)**

Choosing the right image is an important factor to a successful ad. Since images are the perfect way to communicate in today's short attention world- it is important to take the time to choose an image that represents your product/service. These images attracts attention as well as clicks.

Ad Content and Design

Write intriguing title(s)

Focus on your strong selling points and create an attractive title, preferably with a clear call-to-action that makes people want to click through to purchase your product/service. Also, an intriguing title can help you grow your fan page or help you achieve any type of goal you have with your Facebook campaign

Write powerful body text(s)

What do you consider the best values you provide from your services or product? In order to capture the attention of your audience, we recommend you introduce your brand by writing a powerful body text. It is recommended to add what you do best, who you are and where you are located

Segmentation

Decide on age groups to target

It is best to test your ads in different age groups to see what people react on your ads. You can start by being unbiased and guessing which age group works best. Here is a list to help you decide age groups to target:

- Look at your current customer base
- Analyze your product/service
- Choose specific demographics to target
- Check out your competition

Figure out the interests of the target group

In order to run a successful Facebook ad, you must try figuring out the interests of the target group. This ensures that you are serving up your campaign to users who interests broadly with your business.

Figure out where your target group is located

Are you running a business on the web or in physical location? If you run a business from a physical location, then obviously you advertise to people in your area. However, if your business is online, simply test where your Facebook campaign is most successful

Advertising Budget

Set a Facebook ad budget

When creating a new Facebook ad campaign, you can choose the amount of money you spend. It's best that you create a plan of how much you are willing to spend and keep in mind that you are more likely to spend more money on the initial phase

Decide on a cost model

You have two options when making a bid on Facebook; you can either use the CPC or CPM model. CPC stands for cost per click and CPM stands for cost per impressions

Choose a bidding strategy

When you set up an ad you can choose how much you're willing to pay for a click. Higher bids can help you reach more of your target audience. Your ad relevance score can influence how much you pay per action. When your customers respond positively to your ads, with actions like comments and shares, your score goes up

**“People don’t buy what
you do, they buy why you
do it.”**

- Simon Sinek

Want help managing your Facebook ads?

Brenton Way has worked on over 150+ Facebook ad campaigns across multiple verticals with an average of 220% ROAS (3 months). Top brands trust us and our track-record shows it. Interested in having a fully-managed fractional marketing team? Get in contact with us to learn more about our strategies for success.

"Brenton way stayed on top of our team need to generate a sizeable list of ready-to-buy leads for our company. They kept up with our demands week after week."

- **Bharat Whalia**

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