FACEBOOK AD CHECKLIST

CHOOSE A CAMPAIGN GOAL:

☐ Send People to Your Website
☐ Increase Conversions on Your Website
☐ Boost Your FB Posts
☐ Promote Your FB Page
☐ Raise Attendance At Your Event
☐ Get People to Claim Your Offer

TARGETING PLANNING:

What websites do they frequent? ________________________________

__________________________________________________________

Where do they live? _________________________________________

__________________________________________________________

What tools do they use? _____________________________________

__________________________________________________________

What’s SPECIFICALLY UNIQUE about this group? __________________

__________________________________________________________