

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:

Who are the authority figures, thought leaders, or big brands in your niche? _____

What books/magazines/newspapers does your ideal customer read? _____

What events do they attend? _____

What websites do they frequent? _____

Where do they live? _____

What tools do they use? _____

What's SPECIFICALLY UNIQUE about this group? _____

