

Setting Up Facebook Ads: Checklist

Stage 1: Preparation

Stage 2: Create and launch ads

Stage 3: Assess and optimize campaigns

Stage 1 checklist:

- Set up your business Facebook page (this is separate from your personal profile)
- Add your payment method for your ads account at <https://www.facebook.com/ads/manager/billing>
- (you will not be charged until you set some ads live)
- Create your Facebook Pixel at https://www.facebook.com/ads/manager/pixel/facebook_pixel
- Add your pixel to **every page** of your funnel and/or website
- Check the pixel is installed correctly with the Pixel Helper Chrome plugin (Facebook's Power Editor for creating ads only works in Chrome, so make sure you have this browser installed and ready to use)

Create draft ads:

- Create 2 versions of copy to split test
- Select 2 images to split test, or one image and one video
- Complete your audience research and have 5 audiences prepared to test, between 1-2 million each

Stage 2 checklist:

Use Power Editor in Chrome: facebook.com/ads/manage/powereditor

- Create campaign
- Create ad set (budget, targeting, etc)
- Create ad
- Review changes (top right corner) and make sure campaign is set to OFF until you are done creating ads
- Repeat creating ad sets and ads as many times as needed
- Create Custom Conversions for your reporting
- Check pixel is firing and recording conversions/whatever your objective is
- Set up and save custom reporting in FB for your campaign
- Set campaigns to LIVE

Stage 3 checklist:

- Let ads run for 48 hours
- Assess success according to your goals (eg, conversion rate, click through rate cost per lead)
- Optimize where necessary