

CHECKLIST

FOR A KILLER FACEBOOK AD CAMPAIGN

forewards

AD CREATIVES BRAINSTORMING

A) Brainstorm Angles

What is the motivating theme of the ad - fear, pride, price, emotion? Think of headlines and ad copy that work with that theme.

Newsfeed ads don't have any character limits, and there are 3 areas you can insert ad copy:

1. Post Text (above the photo)
2. Link Headline (written in blue just underneath the photo)
3. Description (under the link headline and the text is slightly greyed out)

For the right hand side ads you have 2 areas to insert ad copy:

1. Headline (25 character limit)
2. Body (90 character limit)

For the new generation right hand side you still have 2 areas for ad copy with different character limits:

1. Headline (35 character limit)
2. Body (90 character limit)

B) Visual Interest

Find (or better yet, create) pictures to use in ads that support these ideas

Newsfeed ad images should be 400px by 209px

Mobile ad images should be 560px by 292px

Sidebar ad images should be 100px by 72px

C) Mix & Match

Mix and match the headlines, body copy and images and filter out the combinations that don't quite make sense

So if you had 3 headlines, 3 bodies and 3 images for a right hand side ad, you now have 27 different ads you can try.

D) Wireframes

Create basic wireframes for landing pages to support each category of ad campaign



CAMPAIGN SETUP

This is all the “*technical stuff*” you have to do before launching your campaign.

- ▶ Upload your landing pages
- ▶ Confirm you have added the Google Analytics script correctly
- ▶ Confirm you have added the native Facebook tracking pixel script.

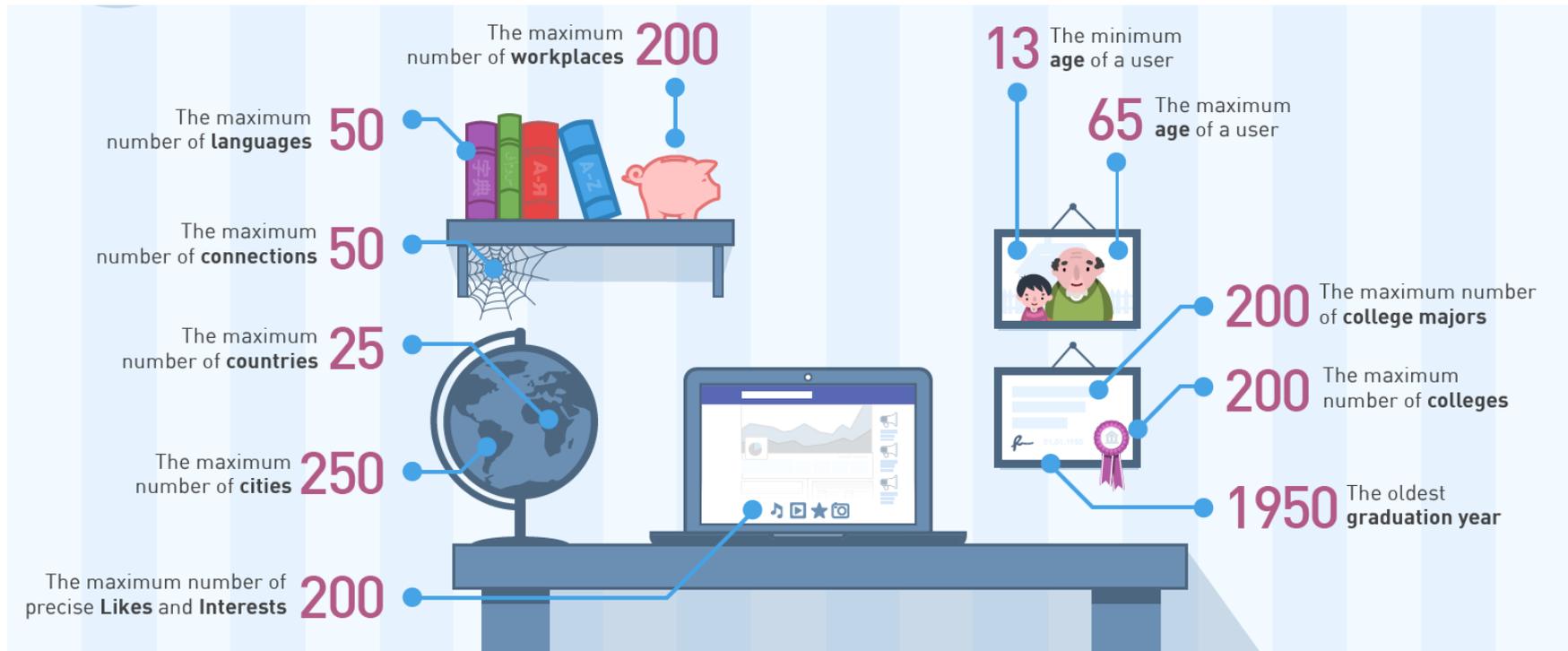
Now it's time to upload your ads. This can be a time-consuming process both as a user (Facebook power editor is not the most intuitive tool) and also because it can take anywhere from 1 to 48 hours for the Facebook team to approve all your ads. This is a reality of Facebook advertising though, so just plan for this in your schedule.

LAUNCH AND COLLECT DATA



Always launch a new ad campaign with a really small test budget (say \$100). Don't use this budget for ad testing per se, but use it for testing that all the technical elements of your campaign such as your tracking pixels and tracking scripts are firing correctly. Use this small test to check other elements such as landing page load time and Google Analytics.

Once you're confident all the technical elements of the campaign are working you can start driving real traffic to it!



HOW BROAD YOUR FACEBOOK ADS AUDIENCE CAN BE. (Courtesy of Social Adstool)

SPLIT TESTING

The way to turn a campaign profitable is by running tests, over and over, and over again. You should consistently, and constantly run experiments into order to improve your campaign performance.

Your objective with each test is to incrementally improve the performance and profitability of your campaign.

When you're running your experiments, you will want to split test (or A/B test) individual variables at a time. Here are some of the variables to optimize against:

ADS

| Don't focus on only the highest click-through rate. An ad could have an amazing CTR, but still lose money because it doesn't convert. Sure, people will click on pictures of scantily clad women, but I'm pretty sure that has nothing to do with your business. Some images are going to get people to click, but won't convince them to buy your stuff. That's why it's important to track.

LANDING PAGES

| Different styles of pages, with images, headlines, buttons, etc.

AD BIDS

| There's no established protocol on the best way to bid. Experiment. Low to high, high to low, bid a certain percentage above or below the suggestions Facebook gives you. Try them all. To be honest, it's more superstition than science from what I've seen.

DAY & WEEK PARTING

| Day parting is running during the best times of the day. If you're only profitable from 5pm-12am EST, then try running only during those times. Week parting is running only on the days of the week that you're profitable. If you're making money on weekends only, then try running only during those days.

ANALYZE THE DATA



Now that you have collected real data, you can start making real decisions to make the campaign better.

If you're tracking everything then you will have very detailed daily stats. You should also have been calculating your own metrics such as Cost Per Acquisition (CPA) to summarize all of the ad, page and click-through numbers. (Your CPA is calculated as Total Spend/Total Conversions)

These are the ongoing metrics you will use to track ongoing improvements and performance

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Campaign Setup

Launch and Collect Data

Split Testing

Analyze the Data