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Facebook Ads Process Checklist

- ☐ **Create Your Account**
Decide whether you will use your personal Facebook account or the Business Manager
- ☐ **Set up Payment Method**
This must be set up before you can begin advertising with Facebook
- ☐ **Add your Facebook Pixel to Website & Leadpages**
Copy the code for your ad account's pixel, and place within the header area of every website page and landing page software as appropriate
- ☐ **Create a Custom Conversion Pixel or Standard Event Pixel**
Track specific actions using a conversion pixel. Choose between a custom conversion pixel (add URLs you wish to track) or a standard event (add a line of code to the standard pixel)
- ☐ **Decide on Ad Copy, Images, Videos and Links**
Use the Facebook Ad Template to plan out your headline, main text, URL links and images/videos to be used. This will save time when you begin to create your ad campaign within Facebook

- ☐ **Choose the Objective for Your Campaign**
Choose your campaign type from the options available (eg *website conversions, clicks to website*)

- ☐ **Create an Ad Set for Your Campaign**
Create an ad set within your new campaign. This is where you will set your budget for the ad, how long it will run, and your audience targeting. Target only one audience type/interest/page per ad set.

- ☐ **Create an Ad within Your Ad Set**
Use the detail from your Ad Template to create at least one ad within your ad set.

- ☐ **Check and Publish Your Ad**
With your ad complete, you are all set to publish it and wait for Facebook to review and approve it. This can take up to 24 hours.

- ☐ **Wait 48hrs then Analyse Results**
Your ad will be served to your target audience, but it will take up to 48 hours for the Facebook algorithm to come into play. So hold tight and wait 48 hrs before you analyse the results from your ads and make any adjustments.

Need more help getting to grips with Facebook Ads?

Using paid traffic is an important part of your online marketing system. It's the key to finding sufficient numbers of perfect new clients, without having to double up the time you spend searching for them yourself.

When done right, investing in Facebook ads can be money well spent; but knowing exactly what you need to do can be tricky.

There's a lot of information out there about Facebook ads that can be pretty confusing when you're trying to get your head around what to do. Some of it is even misleading.

Join my Facebook Ads 101 Video course, and you'll quickly discover how to create campaigns like a pro!

There are 5 bite-sized videos, packed full of learning and everything you need to know to have you feeling confident and competent in running your own campaigns.

From which campaign to use, to tackling pixels, and getting to grips with targeting your perfect audience. All for an amazingly affordable price!

**Get instant access to my Facebook Ads 101 for only
£47**

<http://bit.ly/FBAd101>