



THE ULTIMATE **FACEBOOK ADS CHECKLIST**

A Guide to the Science Behind Facebook Ads



This checklist is essential for marketers and business owners who are looking to get the most out of their Facebook ads campaigns. It includes all the steps needed to collect the right data for your business and make sure that the Facebook ads you get are delivering the profitable results you expect.

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What's Next?

THE SCIENCE BEHIND FACEBOOK ADS

Are you a marketing manager?

This Facebook Ads Checklist is your key to success!

Activate Online Marketing's Facebook Ads Checklist will help you to collect the right data for your business and make sure that the Facebook ads you get are delivering the profitable results you expect.

This checklist is essential for marketers who are looking to get the most out of their Facebook ads campaigns. It includes all the steps needed to collect the right data for your business and make sure that the Facebook ads you get are delivering the profitable results you expect.

EASY TO FOLLOW AND FOLLOW-UP

Our checklist will help you to avoid costly mistakes and ensure the success of your campaigns. We have also included recommendations for ad optimization so that you can take your PPC game to new levels.

SAVE TIME AND MONEY

We created this checklist to save time and money. With our checklist, you'll know exactly what data is needed for your Facebook campaign, how to collect it and how often it should be collected. You'll also learn how to optimize your ads for better results.

LEARN FROM OUR EXPERIENCE

Activate Online Marketing team has helped hundreds of companies succeed with their online marketing campaigns on Facebook. We know what works well, what doesn't work at all, which tools work best for what purpose etc., thus we've created this checklist with input from our team members who have spent years in the industry!

Don't waste any more time on trial and error! Access this checklist now and take back control of your marketing budget.

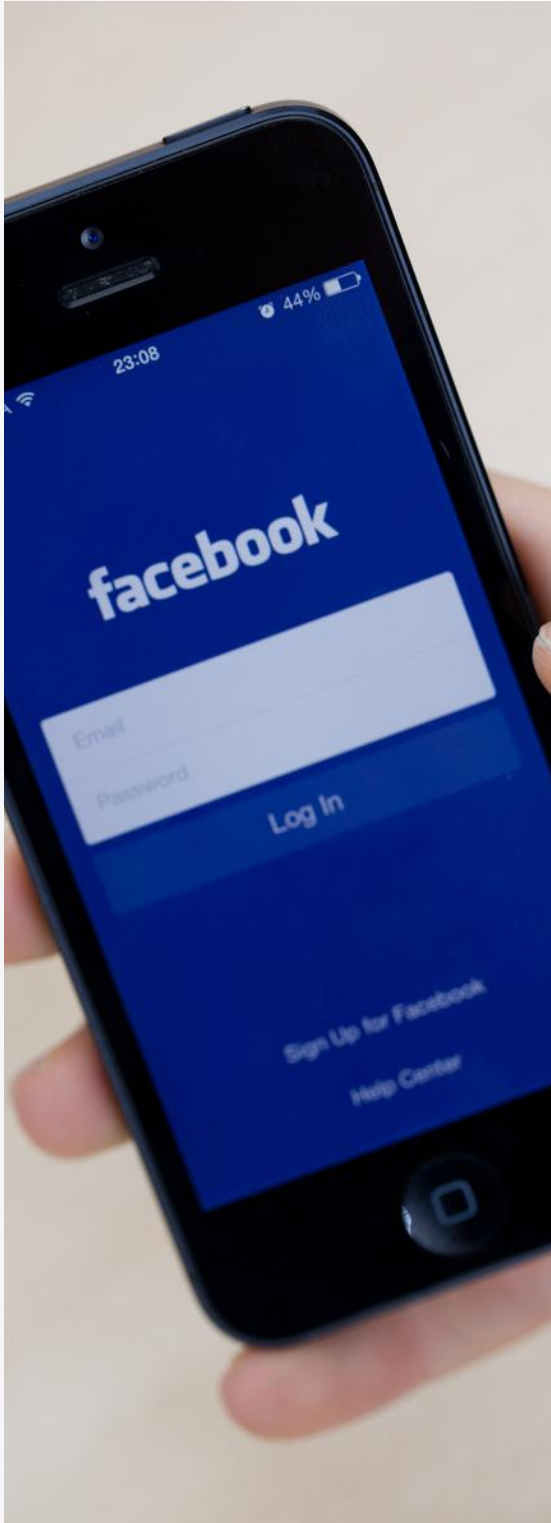
Kindest Regards,

Arrnell

Founder/Owner, Activate Online Marketing

INTRODUCTION





A STEP-BY-STEP GUIDE TO THE SCIENCE OF FACEBOOK ADS: DELIVER BETTER RESULTS.

Here's the truth: Facebook's straightforward process for creating and launching ads makes it easy and quick to get started.

What you probably don't know is that if you don't have the correct data, you could end up spending a lot of money on ads that are not profitable. There are so many aspects to advertising for small business owners.

Losing money is not something I enjoy! I'd like to know which advertising efforts are worth it and which ones aren't so good.

We have created this checklist to help you to collect the right data for your business and make sure that the Facebook ads you get are delivering the profitable results you expect.

What's amazing is that this checklist is all the same - so you can easily export it and use it for every Facebook Ads account you manage.

We're feeling pretty excited to get started! Let's start off with an easy one - fill out the name of the advertiser using this checklist:

A good advertisement is one which sells the product without drawing attention to itself.

David Ogilvy



CHAPTER 1: **STRATEGY AND PLANNING**





It's the big day. You're about to launch a brand new Facebook ad and it's going to be awesome.

But the process can cost you a lot of money if you don't understand how Facebook's ad system works. If you're a Facebook user, you might have noticed that your wallet is being drained - sometimes by thousands of pesos - by costs that you didn't see coming.

It's important to plan out.

One of the most important things to do is to plan your advertising strategy before you start. Make sure that you're planning out your ad campaign objectives and targets before you even start spending money.

Identifying your advertising strategy is key to finding the metrics that will help you achieve your goals.

This part of our Facebook Ads checklist helps you document your strategy and targets. A good way to get your targets & strategy accepted by both your brand and your customers is to write them down in the document.

☐ 1. DEFINE THE OBJECTIVES THAT YOU WANT YOUR AD TO ACCOMPLISH

To have successful PPC advertising, there are three strategies you can use. Pick the one that suits your needs best.

- **Brand Awareness** - Maximize your reach and impressions
- **Maximize Your Budget** - Drive the best results possible for a set budget.
- **Maximize Profit** - ROI focused, i.e. You can dial in your campaigns by using a variety of methods and by testing different ads. Once you do, you'll be able to spend less and keep the profit coming.

ADVERTISING OBJECTIVES:

☐ 2. ESTABLISH YOUR BUDGET.

To plan your budget, you should know what your daily, weekly and monthly Ad Spend limits are. Check with your accountant for help in understanding this.

CAMPAIGN BUDGET:

☐ 3. ALLOT BUDGET PER CAMPAIGN

Have you ever found that one of your campaigns requires significantly more ad spend than others? If so, how much more are you committing to each campaign? Write down the max budget for each.

OBJECTIVE & BUDGET:

OBJECTIVE & BUDGET:

OBJECTIVE & BUDGET:

☐ 4. IDENTIFY YOUR TARGET

To measure the success of your campaign, you need to set specific goals. These should be based on what your strategy is and when you would like them to be achieved.

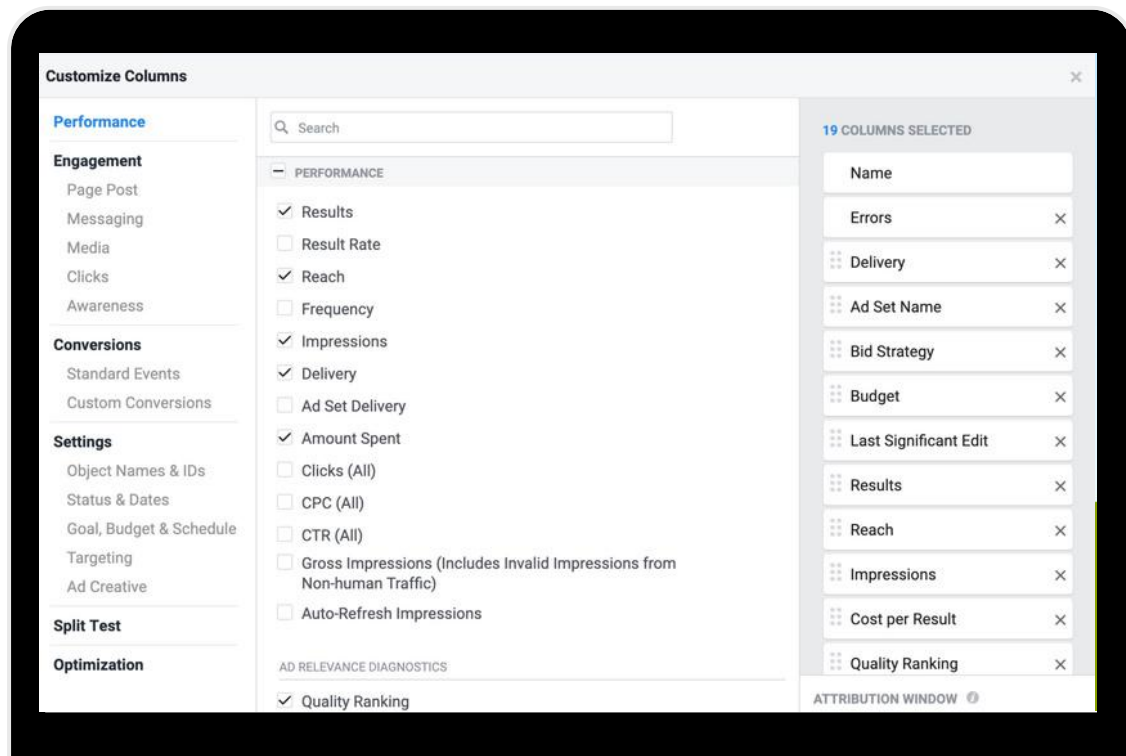
Generally, companies use a quantity-based metric in order to measure the effectiveness of branding campaigns. For example, ROAS (Return on Ad Spend) or a CPC (Cost Per Conversion). You should use specific numbers when promoting results, and focus on these measurements: 150% ROAS or 25 pesos CPC.

TARGET RESULTS:

CHAPTER 2: **KPIS WITHIN FACEBOOK**



There are plenty of advertising metrics inside the Facebook Ads Manager, which is great. But let's be honest, just looking at all the options is a bit overwhelming.



Sometimes it can be tricky to know which metrics to focus on. How can you make sure that you track the right metrics, without getting distracted by irrelevant ones?

In this chapter, you'll find the tools and instructions to set up Ads Manager so you can focus on metrics that are going to impact your business the most.

☐ 5. TAILOR THE METRIC COLUMNS TO MATCH YOUR OBJECTIVES

To better manage your advertising goals, you can adjust the number of columns in your Facebook reporting to include metrics like ROI and cost. For example, if you'd like to see metrics that show how effective your campaign was when it comes to ROI, include items like total conversion events and value in your reporting columns. You'll want to see engagement, impressions, reach, and frequency in your reporting columns if you're trying to increase brand awareness.

COLUMNS TO ADD TO THE FACEBOOK INTERFACE:

Here are some tweaks you can make to your Facebook advertising settings. These will give you clearer insights into how well your campaigns are doing.

☐ 6. VIEW THE TOTAL NUMBER OF ITEMS AND AMOUNT OF REVENUE YOUR ADS GENERATE BY CUSTOMIZING THE COLUMNS.

With this data, you can see the total number of items and revenue your ads generate by customizing the columns.

The Revenue column shows how much money an ad has made according to the ad's cost-per-click. The Clicks column displays how many times an ad has been clicked on. The Cost column is how much you have spent to create the ad in question.

☐ **7. INCLUDE RATES FOR CAMPAIGNS, AD SETS, AND ADS**

For example: Include columns for Cost Per Result, Results, and Result Rate.

You should include rates for campaigns, ad sets, and ads in order to calculate the ROI.

The expense of a campaign is often calculated based on the amount of money that was spent. The ROI is a figure that calculates how much money was spent on the campaign and how much revenue came back from it.

☐ **8. IN YOUR REPORTS, MAKE FREQUENCY, REACH, AND IMPRESSION METRICS CLEAR SO THAT YOU CAN QUICKLY UNDERSTAND WHAT YOU'RE BEING TOLD.**

Reporting metrics provide necessary information to marketers so that they can make better decisions about the performance of their content.

☐ **9. VISUALLY SHOW THE COST PER RESULT METRIC IN YOUR REPORTS & OTHER REPORTING STRUCTURES.**

With this metric, marketers are able to see the true cost of each individual lead. The total leads may be high, but the ones that convert are what matter most.

This metric is becoming increasingly popular in the marketing world. Marketing teams that may not have reporting structures are now starting to implement this metric into their reports and metrics. Marketing teams can use this data to figure out which channels are less efficient for them and then optimize their strategy accordingly by focusing more on channels that work better for them.



10. CHECK YOUR ENGAGEMENT RATE, QUALITY RANK, & CONVERSION RATE REGULARLY.

Checking your engagement rate, quality rank, and conversion rate regularly are the best ways to see how you're doing and to help you make changes if necessary.

The engagement rate is the percentage of people who spend an average of at least 10 seconds on your site. The higher this number, the better. The quality rank is a score given by Google that measures how well your content satisfies search engine users' needs. A high-quality rank means that your content is well-written and aligned with Google's goals. Finally, the conversion rate is how many people take the desired action on your site after visiting it for the first time. This could mean signing up for a newsletter or making a purchase from an online store.



Your Facebook ads account is just like the other tools within your business. To get the best results possible, it's important to take the time to get all of your information in order. Pay attention to the process and organization of it, or you'll be left with mediocre results.

But let's be honest: the Facebook Ads Manager interface isn't the easiest to navigate and this chapter has information to help you structure and organize your account to ensure success.

This chapter also helps you check if the strategy you developed in Chapter 1 is shown on your Facebook Ads account.

☐ 11. MAKE SURE TO USE A CONSISTENT NAMING CONVENTION.

They should clearly state the name of the campaign, what you're using it for, and what your goal with it is.

For example, Campaign Name = "AOM | Conversions | Paid Campaign Checklist | 2021".

☐ 12. SETUP YOUR CAMPAIGN BUDGET IN ADS MANAGER TO DEPICT THE BUDGET ESTABLISHED IN THE 1ST CHAPTER OF THIS GUIDE.

Ads manager is the place to set up your campaign budget. It's important to give each ad group you create a budget that will allow you to spend your budget efficiently and achieve the maximum ROI.

☐ 13. WHEN YOU CREATE AD SETS, USE NAMES THAT REFLECT YOUR BUYER PERSONA OR OTHER TARGETING SETTINGS.

For Example: Ad Set Name = "Buyer Persona | Audience | Location | Demographics | Bid Strategy/Objective | Covered Dates".

☐ 14. WHEN CONSTRUCTING A CAMPAIGN, USE MULTIPLE AD SETS BASED ON THEIR BUYER'S JOURNEY STAGES.

This helps you show relevant ads without using up specific audience segments.

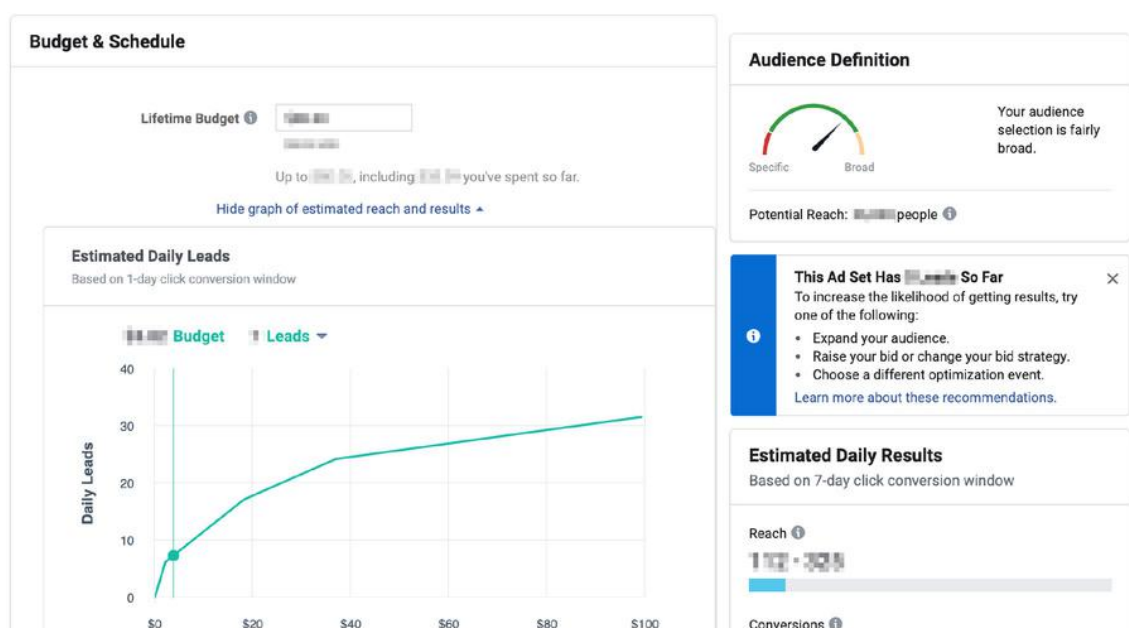
For Example:

- Ad Set 1: Awareness Stage
- Ad Set 2: Consideration Stage
- Ad Set 3: Decision Stage
- Ad Set 4: Nurture Stage

☐ 15. CREATE AD SCHEDULES AND USE BUDGETS THAT ARE MATCHED TO SPECIFIC CUSTOMER SEGMENTS USING AUDIENCE DESCRIPTIONS.

When creating an ad schedule and budget, you should first look at the customer segments that they are targeting. They should then create ad schedules and budgets that are matched to these segments. For example, a marketer might want to create different ads that cater to different age groups. Some ads might be targeted at adults while others might be targeted at children with a product designed for kids.

A company's customer segments can also be divided into lifestyles or attitudes which is called psychographics. Marketers should create budgets for each of this psychographics so they can target them accordingly with their ads.



☐ 16. TEST AS MANY CREATIVES AND FORMATS AS YOU CAN TO DETERMINE WHICH ONES PROVIDE THE BEST RETURN ON INVESTMENT.

Online marketing is a constantly evolving field with new advancements and technologies being released every day. As such, marketers need to be able to experiment and test as many creatives and formats as they can in order to determine what ones provide the best return on investment.

This is where A/B testing comes in. A/B testing is a method of identifying which creatives or formats are most effective at generating conversion rates by trying them against each other. The idea behind this process is that the most effective ads will outperform their competitors, which will then be removed from the rotation, while the winning ad remains active in order to continue generating conversion rates.

☐ 17. VERIFY YOUR ADS ARE LINKED TO LANDING PAGES THAT CLEARLY BROADCAST THEIR VALUE PROPOSITION TO THE USERS WHO CLICK-THROUGH.

This is because people want something specific when they click on an ad. They don't want to browse around for it - so this makes it easy for them to give up and move on.

☐ 18. DEFINE THE CONVERSIONS POSSIBLE FOR YOUR ADS AND DOUBLE-CHECK IF YOU HAVE ATTRIBUTED SUCCESS CORRECTLY TO FACEBOOK'S PIXEL.

Conversions are the units of measurement for a campaign that include acquiring new customers or increasing customer spending.

Tracking

Conversion Tracking ⓘ

☒ Facebook Pixel ⓘ

● ID: [REDACTED]

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☐ 19. ADD UTM PARAMETERS TO YOUR ADS TO MEASURE CAMPAIGN PERFORMANCE.

These can be tracked using Google Analytics or a paid branded links. To enable Google Analytics to accurately track your ads, there are four important variables that you should set.

CHAPTER 4: **ADS AND AD CREATIVES**





Facebook makes it simple to see which ads get the most response. To make sure you're utilizing Facebook's data, do these best practices:

☐ **20. COMPARE DIFFERENT AD CREATIVES AND FIND WHICH ONES PERFORM THE BEST.**

Share the winning creative across campaign groups to see even more improvements.

☐ **21. CHECK YOUR ADS REGULARLY TO AVOID UNHAPPY CUSTOMERS, AND ADDRESS THEIR CONCERNS PROMPTLY.**

Online advertising is an excellent way to promote a product or service. It's also a great way to make money in the online world. But, if your customers are not happy, then your profit will be in jeopardy.

The best way to avoid unhappy customers is to check your advertisements frequently and address any reported issues promptly. If you notice any potential problems with your ads, they need to be addressed immediately!

☐ **22. PREVIEW ALL YOUR FACEBOOK OR INSTAGRAM ADS BEFORE THEY ARE FINALIZED USING THE PREVIEW TOOL.**

Facebook and Instagram's preview tool is helpful for advertisers to see what their advertisement will look like on either platform. It allows the advertiser to place a live ad in their chosen feed or search bar and then switch to the preview mode to see how it will actually appear.

☐ **23. KEEP AN EYE ON YOUR CAMPAIGN PERFORMANCE BY REGULARLY CHECKING FOR REPORTS AND AD CHARTS.**

This is the best way to track your campaign's success and make sure that you are meeting your goals.

Stats like impressions, clicks, and conversions are important to keep an eye on so you can make decisions based on what is working and what isn't. Reports tell you how well a particular campaign is doing when compared to other ones that are running at the same time. They also help you gauge the performance of your ads by showing which ones have been successful and which ones haven't.

CHAPTER 5: **AUDIENCE, PIXELS, AND AD SETS**





When you create a valuable Facebook ad campaign for your brand, the key to success is finding the right target audience— one that's defined with a specific set of interests, demographic details, and behaviors. You can access hundreds of different market segments with just a few clicks thanks to the power of Facebook advertising. In the long run, many of these advertising methods will inevitably perform differently. That's why, if you only target a single group on Facebook, you'll quickly run out of the budget without collecting the data you need to optimize your targeting.

If you plan to increase your ROI and scale your best ads, then be sure to limit your negative exposure from any underperforming ads as well. You need to have multiple audiences for your Facebook Account.

Follow these steps to ensure you reach the right audience for your campaign and reach more people in less time.

- ☐ **24. ENSURE YOU HAVE PLACED FACEBOOK'S CUSTOMER PIXEL ON ALL OF YOUR COMPANY'S WEBSITES AND APPS TO VERIFY THAT WHEN SOMEONE VISITS, WE CAN SHOW THEM ADS FROM THE RIGHT ACCOUNT.**

Facebook's customer pixel helps you verify that when someone visits your site or app, they are also seeing and interacting with Facebook ads. You can then use these insights to inform the targeting of your Facebook ads.

- ☐ **25. DATA FOR THE FACEBOOK PIXEL IS COMING IN AND IT MATCHES WITH YOUR GOOGLE ANALYTICS VISITOR NUMBERS**

The pixel is a code that you place on a website which tracks visitors and their behaviour on the site. You can then use this data to target visitors with ads on Facebook, Instagram or the Audience Network.

- ☐ **26. IDENTIFY SIMILAR CUSTOMER DEMOGRAPHICS IN YOUR TARGET AUDIENCE AND USE THAT INFORMATION TO COMMUNICATE WITH THEM**

Customer demographics are a key tool in marketing your products and services. Being aware of whom you are marketing for means that you can find out what will work best for those people. As with the customers you love, take the time to learn more about these prospects so that your efforts can be most effective.



☐ **27. DESIGN AD SETS THAT WILL ENGAGE YOUR VIEWERS AND CREATE MULTIPLE AD SETS FOR TARGETING PEOPLE WITH DIFFERENT NEEDS.**

Designing ad sets is one of the most effective ways to engage with target audiences. Make sure you have a variety of ad sets that are aligned with your different personas. For example, if you're selling a product for men, make sure to run ads geared towards men in your marketing campaigns.

☐ **28. EVERY AD SET NEEDS TO HAVE A CONCISE OFFER AND VALUE PROPOSITION FOR THE BUYER PERSONAS THAT YOU'RE TRYING TO TARGET.**

When it comes to advertising, the first and most important part is the "offer" or "value proposition." In order to make a sale, you must know what benefits your product provides for your buyer. A concise offer means that you are giving the customer a clear understanding of what they are going to achieve by clicking your ad.

☐ **29. USE FACEBOOK PIXEL TO DEFINE REMARKETING AUDIENCES.**

After the user has visited the site, pixel data tracks what content the user viewed and what kind of actions they took on that site. Website owners can then use all this data to define remarketing audiences for their Facebook ads. The process is simple: you just define the kind of audience you want to target and advertise your content specifically to them.



30. CREATE A SPECIFIC REMARKETING AUDIENCE FROM USER EVENTS AND CONVERSIONS.

Demographic targeting is a good way of reaching new audiences, but remarketing campaigns will be able to provide higher conversion rates. Remarketing is a great way to reach your target audience at the best possible moment. The more specifically you define your audiences, the better.

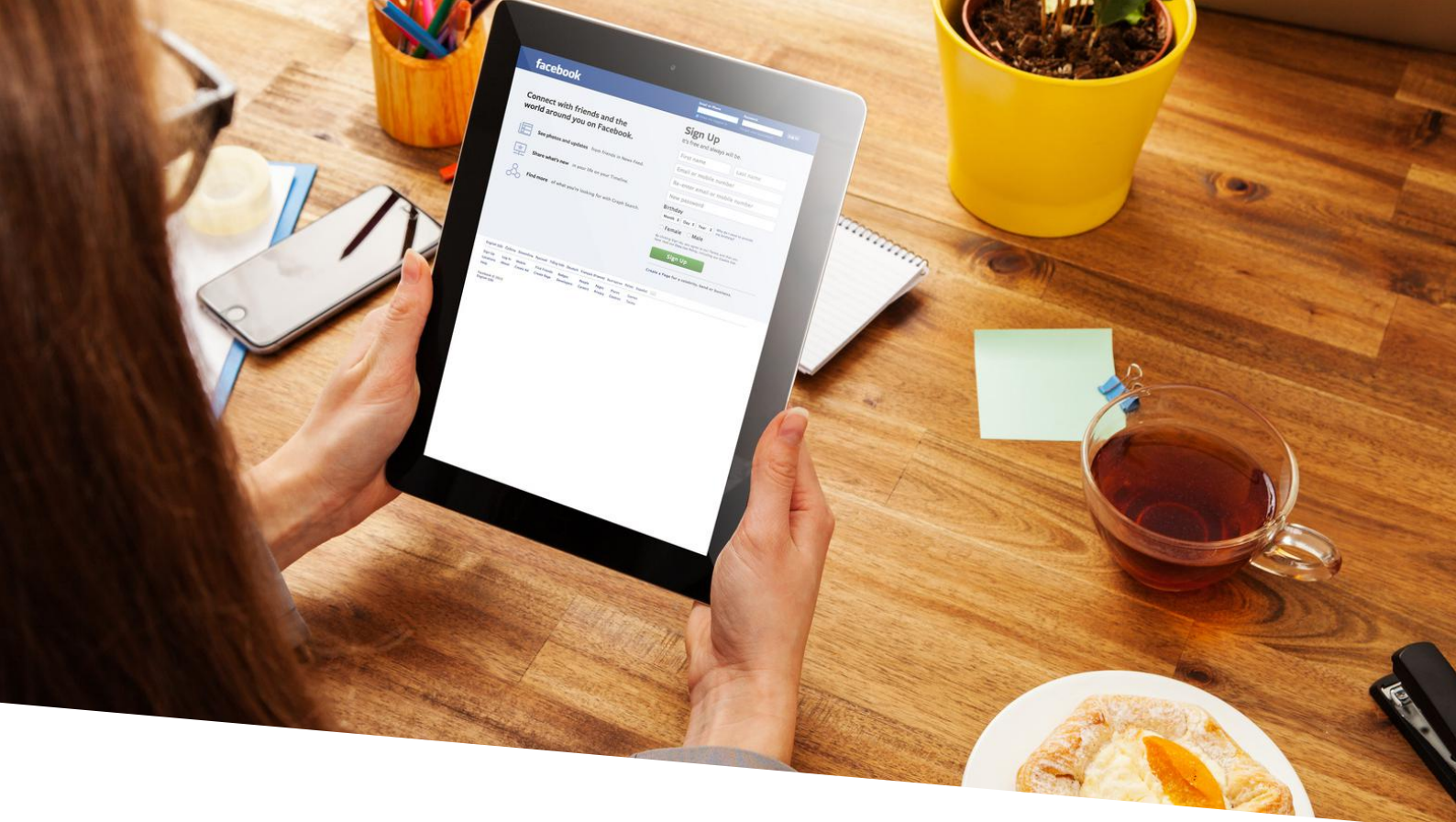
For instance - someone who left their cart during checkout might be less relevant if they're in a different country than someone who abandoned the purchase process after adding an item to their cart.



31. CREATE LOOKALIKE AUDIENCES BASED ON YOUR BEST CUSTOMERS AND KEY VISITOR SEGMENTS TO MAXIMIZE THE REACH OF YOUR CAMPAIGN.

It is a good idea to find out what appeals to your customers and key visitor segments and then create a lookalike audience. This helps extend the reach of your campaign by showing ads to people similar to those who have already converted.

A lookalike audience is typically built from an initial audience that you specify. It can be created from your entire customer base, or just from those who visited a specific page or website on specific days. For example, let's say you are running an email marketing campaign with an initial audience of all past customers (x), and you want to see how this performs. You could then create a second lookalike audience of all past customers who visited your website in the last 2 days (y).



Conversions are the achievements that you can track in your advertising. They are things such as a sale, leads form filling, or an email being sent to your campaign.

The cool thing about Facebook is that there is an option for conversion tracking. This will allow us to measure advertising results better and get the most out of our money. But don't rely on the basic information that Facebook gives you.

Make sure to track your conversions and verify them to see the true potential of Facebook marketing.



32. CONFIRM THAT YOUR CONVERSION PIXEL ACCURATELY REFLECTS THE CORRECT TYPE OF DATA FOR CONVERSIONS.

Companies can find out what is happening with their pixel by going to Google Analytics and checking the "Conversions" tab. It will show them how many conversions they have received from their website and which kind of conversion it was (e.g., purchase, ad clicks).



33. ENSURE THAT ALL YOU ARE COLLECTING CONVERSION DATA FROM YOUR ACTIVE CONVERSIONS.

There may be issues with your conversion tracking that we can fix by looking at existing conversions that aren't visible due to your conversion data not being turned on for these specific conversions.



As mentioned in Chapter 4, it's important to test multiple ads so you can test different ads and see which one performs the best. This is a reminder of the importance of setting up and reviewing ad tests.

☐ **34. REMOVE UNDERPERFORMING ADS TO SAVE TIME AND BUDGET AND FOCUS ON THOSE THAT ARE MORE SUCCESSFUL.**

When it comes to advertising, you don't have the time or money to spend on the ineffective ones. Focus on the ads that are more likely to succeed and remove the others before they become a burden.

With a budget as tight as yours, it's important to know that every dollar counts. Focusing your time and energy on ads that are performing well will be worth it in the long run. You'll save time, money, and energy because you won't have to keep paying for ads that aren't working for you.

☐ 35. SHOW YOUR MOST EXCITING AD CREATIVES WITHIN YOUR ORGANIZATION.

This will help in other current and future marketing campaigns and ultimately makes it easier to have good ROI.

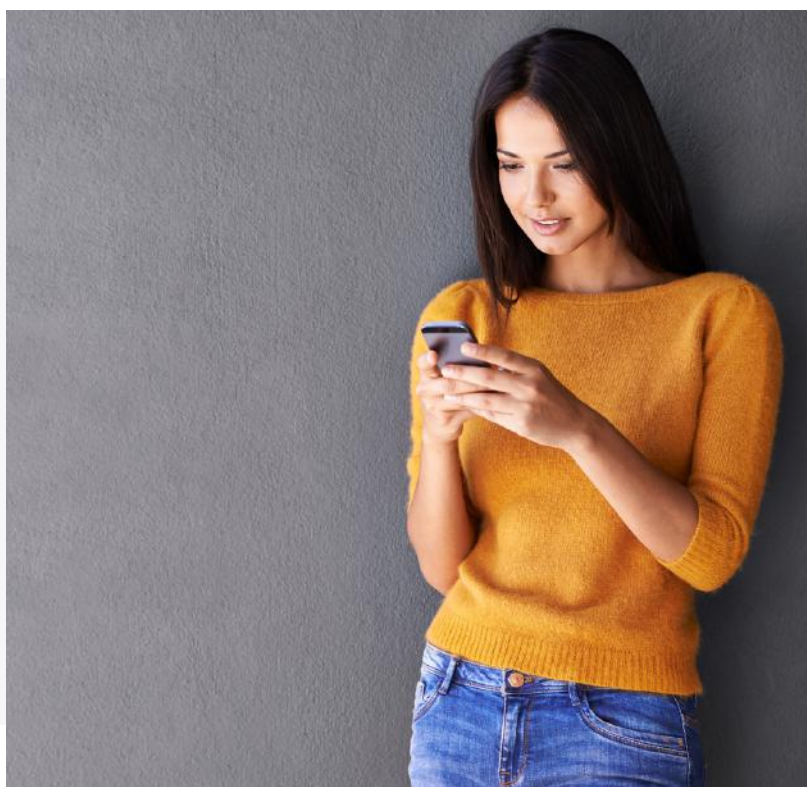
With our Facebook Ads Checklist, you can plan and execute a winning social media campaign to get your business off the ground and have you seen by more potential customers than ever before.

Facebook Ads are highly effective at getting you the results you need to grow; they can be used to drive traffic, increase conversions, and generate sales. This Facebook Ads Checklist has helped hundreds of marketers successfully advertise on Facebook. It's easy to use and you can start advertising right away.

We hope our step-by-step approach will save your business time and money when running your Facebook ads campaign.

***The best marketing
doesn't feel like
marketing.***

Tom Fishburne



HOW CAN WE HELP?

In addition to this checklist, we offer a variety of other services that will help you get more out of Digital Marketing — from Web Design to Social Media Marketing. We can help you achieve your digital marketing goals!

WEB DESIGN SERVICES



The websites that we design give your business the competitive edge it needs to win. With our experience in web design and lead generation, we can create a website that converts visitors into customers.

[CLICK HERE TO INQUIRE](#)

SOCIAL MEDIA MARKETING



With the growing use of social media marketing, this type of marketing has been proven to be highly effective in reaching a target audience. We have a lot of experience and we can help you get to your goals.

[CLICK HERE TO INQUIRE](#)

GROW YOUR BUSINESS WITH US.



Established in 2012, Activate Online Marketing has worked with customers from all over the world including The Philippines, Australia, New Zealand, Singapore, U.K, Canada, and throughout the United States.

We are a full-service digital marketing agency. We provide web design, internet marketing, social media, PPC, email marketing, branding, and web hosting services to businesses large and small. Our goal is to make your message as efficient as possible by using our expertise in multiple digital channels.

We love helping businesses break their market's limitations. We have launched numerous advertising campaigns targeting various countries worldwide and we have worked with many clients on improving their digital marketing presence. Our team includes highly skilled website designers and developers, digital marketers, social media managers, and graphics designers, who are involved in every aspect of the projects that we do. We are highly creative but at the same time, we are data-driven as we believe that digital marketing is the perfect blend of art and science.



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