



## Campaign Checklist

1. Watch the Video Training Through to Understand the process
2. Get your Pixel from [adroll.com](https://adroll.com)
3. Install it on your site
4. Make sure the light goes green in Adroll to indicate it is tracking properly
5. Let Adroll "retarget" visitors
6. Set up segments for leads and sales
7. Mark them as conversions
8. Choose an objective for your first campaign, i.e. leads, sales, content promotion
9. Design an ad to get your prospect's attention and presell them on the landing page
10. Watch the video on Advanced retargeting strategies and craft ads to hit to different selling points of your offer
11. Run them in rotation
12. Profit, rinse, repeat and continue to engage your prospects with a mixture of content and selling!