

Facebook Advertising Checklist

To make sure you get maximum exposure from your Facebook advertisements, it's important you set them up correctly. Here's what do, depending on how you want to promote your business...

Website Clicks

- ☐ Login to Facebook and navigate to your fan page.
- ☐ Click on the 'Advertise Your Business' button. It's usually located underneath your status box.
- ☐ Choose 'Get More Website Visitors'. This will cause the Facebook advertisement box to open. If it doesn't, your browser may be blocking pop-ups. You will have to temporarily allow pop-ups in order to create your ad.
- ☐ Pick the type of advertisement you want. You can choose between 'Desktop News Feed' or 'Mobile News Feed' or 'Instagram'.
- ☐ Click the edit link next to 'Design Your Promotion'.
- ☐ Type in your URL. This is your website address, such as: FearlessFitnessGyms.com.
- ☐ Write a short message in the 'Text' box. Try to stick to 90 characters for best results.
- ☐ Write a headline for your website. It's recommended you aim for 25 characters. If you go longer, the text may become cut off and this will make your post harder to read.
- ☐ Add a relevant image. The current recommended size is 1,200 pixels x 628 pixels. Only 20% of your image can contain text so keep this in mind before you upload.
- ☐ Make sure 'Learn More' is set as your call to action so traffic will be directed back to your website.
- ☐ Choose your audience. Do this by looking for 'People you choose through targeting'. Next to that click 'Edit'.
- ☐ Now choose what demographic you'd like to reach. Refer to the information you provided in Targeting Your Facebook Ads Worksheet.

- ☐ Pick your daily budget. The actual amount you spend each day will vary. For example, one day your ad may cost \$3.75 and the next day, your ad may cost \$6.25. This is because Facebook averages your costs so you don't go over your budget.
- ☐ Adjust the currency depending on your location.
- ☐ Choose how long your campaign should last. Currently, Facebook offers 7-day, 14-day, and 28-day campaigns.
- ☐ Click the blue 'Promote' button. Now, your campaign can begin and you should start seeing new website traffic soon.

Promote a Facebook Post

- ☐ When you're logged into Facebook, go to your fan page.
- ☐ Find the post you want to promote. Underneath that post, you should see a blue button that reads, 'Boost Post'. Click on that button.
- ☐ Choose between an ad placed in the 'Desktop News Feed' or 'Mobile News Feed'.
- ☐ Look at your audience. If there are demographics you want to change, click the 'Edit' link and change your settings. Once you're happy with your settings, click 'Save'.
- ☐ Choose your budget. Facebook will suggest how much to spend or if you want, you can change it to a custom number.
- ☐ Set the duration. You can boost for 1-day, 7-days, or 14-days depending on how long you'd like your post to be promoted.
- ☐ Click the blue 'Boost' button once you're happy with your campaign. Facebook will begin immediately promoting your post.

Offer Post

- ☐ Go to your Facebook fan page and click 'Advertise Your Business'.
- ☐ Click on 'Get More Website Visitors' link.
- ☐ Choose your preferred display location for your ad.

- ☐ Next to 'Design Your Promotion', click 'Edit'.
- ☐ Enter your URL and double-check it for accuracy.
- ☐ Now enter your 'text'. This should be around 90 characters in length but it's better to go with shorter messages if possible.
- ☐ Upload an image. The best image size is 1200 pixels x 628 pixels. If you use an image that's too small, it may appear distorted. An image that's too large may be cropped or return with an error message.
- ☐ Choose a call to action. Think about what you want users to do as soon as they see your ad. Do you want them to book a session with you? Download something from your website? Or send you a message?
- ☐ Check your audience preferences. If you've previously created advertisements on Facebook then this information may already be selected for you. If not, click 'Edit' and tweak your audience preferences as needed.
- ☐ Set your daily budget. Facebook will estimate how many clicks per day you'll get based on your budget. If you want more clicks per day, then increase the price and you'll get a new estimate.
- ☐ Pick the duration you'd like your ad to run for. Ads that run longer can cost more but they can also boost sales long-term.
- ☐ Click the 'Promote' button when you're done with your settings.

Event Promotion

- ☐ Go to your event and look for the Boost Event button. This button can usually be found on the upper right side.
- ☐ Choose between the 'Desktop' or 'Mobile' ad version.
- ☐ Enter a description of your event in the 'text' box. Aim for 30-70 characters for the most impact.
- ☐ Upload an image. Pick an image that's relevant to your event and that will attract attention to your ad. The ideal image size is 1,200 pixels x 628 pixels.
- ☐ Edit your audience. If you don't like the settings of your audience, click the edit button to change those demographics. If you're happy with the current settings, you can ignore this step.

- ☐ Choose your budget. This is your total budget for the entire promotion, not a daily budget. That means if you have \$5/day to spend on ads and you want your ad to run for 7-days, then your overall budget would be \$35.
- ☐ Click 'boost'. Now, Facebook will begin to promote your event to users who may be interested in attending.

Likes Ad

- ☐ Go to your Facebook fan page and click on 'Advertise Your Business'. This icon will be located below your status box.
- ☐ Click 'Promote Your Page'.
- ☐ Enter your description in the 'text' box. Be brief here—you only have 90 characters.
- ☐ Add an image to your advertisement. If the image isn't displaying correctly for some reason, you can click 'Reposition Image' to move it around.
- ☐ Check your audience. You may like the settings Facebook has pre-selected for you, based on your fans. But if you want, you can change these settings by clicking 'Edit'.
- ☐ Pick your budget. Facebook has a few suggested amounts that start at \$50. But if you click 'Choose Your Own' then you can set a much smaller amount. This can be helpful if you're just beginning to use Facebook ads and want to test it out.
- ☐ Choose how long Facebook should promote your page for. If possible, aim for 1-2 weeks for maximum exposure.
- ☐ Click 'Promote' when you're happy with your ad settings. Now you just wait for new likes to come in.

Leads Ad

- ☐ On your Facebook fan page, click 'Advertise Your Business'.
- ☐ Click 'Get More Subscribers'.

- ☐ Pick the type of advertisement you'd like to buy. Desktop ads display in the news feed of users on computers. Mobile adds are seen by users on smart devices and are generally smaller.
- ☐ Enter your headline. Remember to keep it to 25 characters or less.
- ☐ Now, add text. This will be a brief bit of text that appears above your image. It should be between 30-90 characters.
- ☐ Upload an image. For best results and maximum visibility, your image should be 1200 pixels in width by 628 pixels in height.
- ☐ Look at your audience. Facebook will already have some suggestions. But if you want to narrow your target even more, click on the 'Edit' button. If you're happy with your current audience, then skip this step.
- ☐ Choose your budget. This is a daily budget that will run for a minimum of 7-days, so make sure you don't enter your weekly budget by mistake.
- ☐ Select the duration. You can have your ad display for 7-days, 14-days, or 28-days depending on your preference.
- ☐ Click the blue 'Promote' button. If there are no errors, your advertisement will begin showing up within a few hours.