

Facebook Ad Planning Sheet

Before You Get Started:

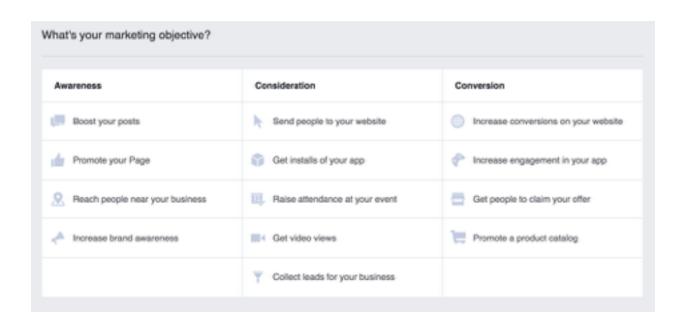
- ⇒ Set up Facebook Pixel
- ⇒ On your website, set up Thank You page, if applicable
- ⇒ Set up <u>UTM code</u> for tracking
- ⇒ Export email/contact list and create a Custom Audience, if applicable
 - o Create lookalike audience, if applicable

Goals:

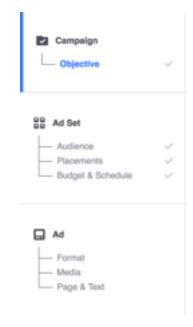
Business and marketing goals from this campaign (what do you want to happen)
Who are you trying to reach? How will this offer help them?

Set Up:

What is the objective of the campaign?



Name of your campaign (match UTM code):



Audience:

Who are you trying to reach?

Location:					
Age Range:		Gender: _		Language:	
Mobile	Desktop	Newsfeed	Right Column	Audience Network	
Budg	et & Sc	hedule:			
Budget (p	per day or lifeti	me):			
Schodulo		Day nar	te:		

Ad Creative:

Carousel	Single Image	Video	Slideshow
600 x 600 pixels	1200 x 628 pixels	prepare for no sound	1,280 x 720 pixels

Notes (file loc	ations and plan):		
Headline (25 o	characters):		
Text (90 chara	acters):		
Button:			
	Apply Now	Book Now	Contact Us
	Donate Now	Download	Learn More
	Shop Now	Sign Up	Watch More
News Feed Li	nk Description (250	characters):	
Website URL	(UTM?):		
Website Displ			

Scorecard

	24 Hours	Changes	Week	Lifetime
Clicks				
Reach				
Cost per Click				
Amount Spent				
Relevance				
Sales/Conversions				
Cost per Sale/ Conversion				

Final Notes:		