



Facebook Ad Planning Sheet

Before You Get Started:

- ⇒ [Set up Facebook Pixel](#)
- ⇒ On your website, set up Thank You page, if applicable
- ⇒ Set up [UTM code](#) for tracking
- ⇒ Export email/contact list and create a [Custom Audience](#), if applicable
 - 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?

What's your marketing objective?

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
	Collect leads for your business	

Name of your campaign (match UTM code):

☒ Campaign

- Objective ✓

☒ Ad Set

- Audience ✓
- Placements ✓
- Budget & Schedule ✓

☒ Ad

- Format
- Media
- Page & Text

Audience:

Who are you trying to reach?

Location: _____

Age Range: _____ Gender: _____ Language: _____

Detailed Targeting/Likes and Interests:

Placements:

Mobile Desktop Newsfeed Right Column Audience Network

Budget & Schedule:

Budget (per day or lifetime): _____

Schedule: _____ Day parts: _____

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 locations and plan):

Headline (25 characters): _____

Text (90 characters): _____

Button:

Apply Now	Book Now	Contact Us
Donate Now	Download	Learn More
Shop Now	Sign Up	Watch More

News Feed Link Description (250 characters):

Website URL (UTM?): _____

Website Display Link: _____

Scorecard

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

Final Notes:
