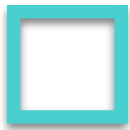


THE COMPLETE FACEBOOK ADS SETUP CHECKLIST



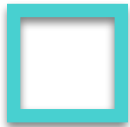
Setting up a new campaign?

Use this checklist every time to set yourself up for Facebook Ad success!



PLACE YOUR PIXEL FOR CONVERSION TRACKING

The benefits here are two-fold; you'll be able to see exactly how many conversions you're getting for what you are spending, plus your campaign will be automatically optimized to get you the most conversions at the lowest cost. WIN! **Grab my free pixel training here.**



CHECK YOUR PIXEL

Use the [Facebook Pixel Helper](#) to make sure your pixel is placed & firing correctly.



SET UP A WEBSITE CUSTOM AUDIENCE FOR RETARGETING

Retargeted visitors are 70% more likely to convert than one-time visitors to a site! Make sure you are set up to leverage this by creating a website custom audience of people who visited your landing page but did *not* convert, so that you can retarget them again and again.



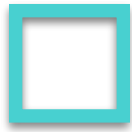
CHOOSE THE RIGHT OBJECTIVE AT THE CAMPAIGN LEVEL

Always select Conversions if the goal of your campaign is to have users take a specific action on your website, like becoming a lead, subscribing to a newsletter, or making a purchase. (Unless you are using Lead Ads, in which case you should select the Lead Generation objective)



SELECT THE RIGHT CONVERSION AT THE AD SET LEVEL

Make sure the conversion that you want your campaign optimized for (i.e. lead, purchase, complete registration, etc.) is the one that's selected at the ad set level.



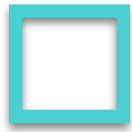
CHOOSE THE 7-DAY CONVERSION CLICK WINDOW

This means that a conversion will be tracked and attributed to the correct ad if a person converts within 7 days of clicking on your ad. Otherwise, if someone, for example, clicks on a Monday and converts on a Wednesday, it won't "count" inside the Facebook Ads Manager.



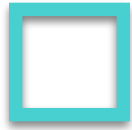
LIMIT YOUR TARGETING TO ONLY ONE INTEREST PER AD SET

If you group too many interests together, you won't be able to isolate what is and isn't working! By breaking out your selected interests across different ad sets, you can test them side by side and allocate your budget towards the top-performing audiences only.



CREATE THREE AD VARIATIONS TO TEST, EACH WITH A DIFFERENT IMAGE

The image is arguably one of the most important elements of a Facebook ad. Learn which one drives the most conversions at the lowest cost by testing three or more side by side.



USE EMOJIS OR SPECIAL CHARACTERS

When appropriate, break up lots of text with emojis ➡ or special characters ✓.



DOUBLE CHECK THE MOBILE VIEW OF YOUR AD

When creating your ad, the default view will be desktop — meaning that you're only seeing what the ad will look like when someone is viewing it from a computer. Make sure everything looks right and that there isn't any text getting cut off in the mobile view of the ad prior to launching.

READY TO TAKE YOUR FACEBOOK ADS GAME TO THE NEXT LEVEL? LET'S CHAT!

BOOK YOUR FREE 15-MIN DISCOVERY CALL HERE:



www.jenniferspivak.com/lets-chat/

