

Facebook Ad Campaign Checklist

THINGS TO CONSIDER WHEN BUILDING YOUR B2B AD CAMPAIGN

CAMPAIGN GOALS: Establishing goals for your campaign is the key to your success.

- Determine the goals for your ad. Do you want to:
 - Gain awareness for company, product, or solution?
 - Drive traffic to your website?
 - Promote an upcoming event?
 - Establish your company as an industry thought leader?
 - Nurture leads through the sales cycle?
- Identify the action you want your audience to take

TARGETING: For the best ROI, create a detailed target audience. Think of your audience as a specific person.

- Geographical location
- Interests
- Roles
- Business type
- Industries
- Specific companies
- Who will benefit most from your product or solution?
- What type of company (size, geographic region, industry, etc.)?
- What is their role?
- What do they care about?
- What are the top features and benefits of your solution or offer for this audience?
- Think about the customer experience

COPY: Content is king. You need strong, tailored content for your ad to resonate.

- Topic is relevant and engaging for your most profitable audience
- Value proposition or value you offer is clear
- Headline sparks interest and makes the prospect want to read or learn more (e.g. beginning with a question, statement, or statistic)
- Benefits the audience receives by taking action are clear
- Strong CTA
- Sense of urgency or time limit
- Keep it short and skimmable
- Content in your ad matches the destination or landing page
- Facebook post copy isn't cut off for the different views (mobile, desktop)
- Tone is conversational or casual
- Controversial, political, or religious topics are avoided
- Content is in your field of expertise

DESIGN: Visually striking ads will capture your audience's attention.

- Ad is visually appealing
- A/B testing with different designs and CTAs to see which performs best for your audience
- Design aligns with your brand's style guide and company personality
- Text on image is limited (too much text will increase CPC and may not even be shown)

LANDING PAGE: Your prospects have already taken the first step – don't lose them here.

- Easy to navigate for mobile and tablet visitors. Keep the experience simple – no more than 2 clicks
- Consistent look and feel between ad and site
- Visitors aren't required to enter too much information for completing CTA (registration, downloading content, etc.)
- Content informs visitors about the solution, service, or offer you provide
- On-page content is skimmable, with clear headlines, bullet points, and graphics
- Value prop for solution and/or company is in the site content
- CTA is clear and easy to see

CAMPAIGN PARAMETERS: Get into the details of your campaign. Don't underestimate the importance of campaign management.

- No more than 6 ads live at one time to the same audience
- Check ALL campaign settings to ensure ads are displaying ONLY in the channels you want (e.g. desktop, mobile, Instagram, Messenger, Audience Network)
- Check Facebook's audience interest suggestions for additional targeting ideas

MEASUREMENT & TESTING: You won't be able to gauge your campaign's effectiveness without testing.

- Give your ads time to perform. Leave each ad in market for at least one week
- Regular ad performance and KPI measurement (at least 2x a week) to allocate campaign budget to best performing ads
- Tracking enabled for the entire customer journey (Facebook Pixel or other tracking link)
- Continual review of the customer journey. Consider where they are clicking. Are they leaving the page without taking action? Are there any roadblocks or potential challenges?