



# Facebook Ads Checklist For Successful Campaigns

By MCD Creative

# IN-DEPTH FACEBOOK ADS CHECKLIST FOR SUCCESSFUL CAMPAIGNS

Are you ready to start running Facebook Ads? Set yourself up for ad success with this comprehensive Facebook ads checklist!

## INSTALL YOUR FACEBOOK PIXEL

Install your pixel on your website and bookings platform (if service based) to accurately track conversions and optimise your ads for the lowest conversion cost. The pixel will also collect valuable data on your consumers based off actions they have taken on your website.

## CHECK YOUR FACEBOOK PIXEL IS INSTALLED CORRECTLY

Use [Facebook Events Manager](#) to test your pixel is firing correctly. You may need to set up custom conversions depending on what conversions you are wanting to track and the platform you are using.

## CREATE YOUR CUSTOM & LOOKALIKE AUDIENCES

Custom audiences can be used to re-target consumers who are already in your funnel. These could be website visitors, users who have engaged with your social media or newsletter subscribers. Lookalike audiences are based off your custom audiences and are great for reaching new consumers with similar online behaviours as your custom audiences.

## CHOOSE THE RIGHT CAMPAIGN OBJECTIVE

Have a clear vision of your objective to attain success for your campaign. If you're wanting the user to take a specific action on your website always use 'Conversions'. If you're wanting to drive brand awareness select 'Traffic' and so forth.

## SELECT THE RIGHT CONVERSION

If you selected 'Conversions' as your objective make sure to select the right conversion you want to optimise for at the ad set level.

## PROPERLY SEGMENT YOUR AUDIENCES

Create 1 ad set per audience. For example you may have an ad set to target broad interests, an ad set to re-target website visitors and an ad-set to target social engagement.

## LIMIT YOUR INTEREST TARGETING

When using interests to refine your targeting, limit to 1 per ad set unless you are using additional interests to further refine the audience. If you group too many interests together you won't be able to isolate what is and isn't working.

## CREATE MULTIPLE ADS TO TEST

Create 2-3 different ad variations to test what your audience responds to best. For example image vs carousel vs video.

## OPTIMISE YOUR ADS FOR DIFFERENT PLACEMENTS

Use the customise placement feature to customise how your ad will look on different placements.

## USE EMOJIS IN YOUR CAPTIONS

Emojis are a great way to break up your captions, especially if they are text heavy and capture your consumers attention. It's essential to make sure the emojis you are using coincide with your branding.

## ANALYSE YOUR DATA

Once your ad sets have finished the learning phase, analyse the results to make educated changes to your ad sets and ads to continue to optimise them. The main key performance indicators to monitor are conversion results, ROAS, cost-per-click, click-through-rate, cost-per-result and frequency.

## SO YOU WANT TO INVEST IN FACEBOOK ADS BUT ARE UNSURE ON HOW TO CREATE A STRATEGIC FACEBOOK ADS FUNNEL?

*Let me take your campaigns to the next level, budget your hard-earned money effectively and get some serious results. You'll ask yourself why you hadn't done it sooner!*

Funnels are a necessary solution, and they're the most effective way to take a cold audience all the way from point A to point Z. Leave the strategy and setup to the professionals and walk away with confidence that after your training session you will be able to manage your funnel with ease.

[LEARN MORE](#)



*"I left an expensive agency due to lack of results and I was so lucky to find Courtney. I am already achieving a ROAS of over 8 which I have never experienced before so she has clearly done something amazing and I am am very very grateful for her assistance"*

Fi - GlowDry Australia