

FACEBOOK ADS STRATEGY CHECKLIST

ARE YOUR FACEBOOK ADS AWESOME?

VISUALS

- Ad matches company branding
- Ad uses compelling beautiful image
- Attention grabbing images: Happy women, babies and cute animals
- Text on Ad Image takes up less than 20% off space

RELEVANT

- Copy matches ad image
- Target Audience is interested in offer
- Landing page references ad value proposition

VALUE PROPOSITION

- Ad shows benefits instead of listing features
- Ad highlights value: savings, earnings

CALL TO ACTION

- Ad has clear call to action
- Ad's Call To Action Button matches ad copy

SOCIAL PROOF

- testimonials
- size customer base

CUSTOMER FEAR

- Address customer pain points in your copy (ex: trial, money back guarantee)

AD COPY

- Keep Copy Short & Clear
- Headlines max 5 words
- Post Text max 14 words
- Link Description max 18 words
- Most Popular Words: You, Free, Because, Instantly, Easy & New.
- Don't over promise
- Link Ads to a Relevant Landing Page
- Ad & Landing page have consistent branding.
- Ad & Landing page have consistent information
- Ad & Landing page have consistent intent.
- Landing Page reinforces ad

TESTING

- Create Multiple Ads to Optimize Campaigns Per Persona
- Test different Images
- Test Different Copy/ Text
- Test different audience
- Test different CTAs

AUDIENCE

- Use custom audience
- Use lookalike audience
- Is potential audience size between 25,000 and 200,000
- Start an Inspiration File