

FB AD CHECKLIST



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FB AD CHECKLIST FOR STARTERS

Insure this has been ready for your fb ads

- CREATE ALL YOUR IMPORTANT WEB PAGES**
opt-in page/landing page/sales page/thank you page, etc

- ENSURE FACEBOOK PIXEL HAS BEEN INSERTED IN ALL YOUR PAGES**
facebook pixel helper -
<https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgifkebogiiimcoedlicjlajpkdmockpc?hl=en>

- CREATE A CUSTOM AUDIENCE OF ALL THE PAGES - LANDING PAGE, THANK YOU PAGE, ETC**

- I ALWAYS PREFER MAKING MULTIPLE AUDIENCES FOR A SINGLE PAGE. FOR EXAMPLE, 3 DAYS, 7 DAYS, 10 DAYS, 15 DAYS, 30 DAYS, 90 DAYS, 180 DAYS**

- CREATE CUSTOM CONVERSION OF VISITORS LANDING ON YOUR THANK YOU PAGE. THANK YOU PAGE OVER HERE MEANS THE NEXT PAGE THAT WILL COME IMMEDIATELY AFTER SOMEONE TAKES ACTION ON THE PAGE WHERE YOU HAD SENT THEM THROUGH YOUR AD (CAN BE YOUR SALES PAGE OR OPTIN PAGE)**

CREATE YOUR FACEBOOK AD CAMPAIGN (WEBSITE CONVERSION ADS)

START WITH AD SET SETTINGS

TAKE CARE OF ALL THE SETTINGS AT THE AD SET LEVEL ACCORDING TO YOUR TARGETING - GENDER, AGE, INTEREST, ETC

MAKE SURE TO SPLIT TEST WHATEVER YOU CAN AT EVERY SINGLE LEVEL - GENDER/TARGETING/ PAGE HEADLINE/ AD COPY HEADLINE/ AD IMAGE/ETC

WHILE RUNNING A NEW AD, YOU CAN START WITH A MINIMUM BUDGET. EVEN \$1 A DAY BUDGET IS FINE FOR YOUR MULTIPLE AD SETS

MAXIMUM BUDGET WHILE STARTING YOUR ADS IF YOU ARE A COMPLETE NEWBIE, START WITH \$5 A DAY

KEY POINT

Facebook will only be able to give you conversions when it has got enough data. So more budget we can pump in, more data Facebook will be able to acquire. But starting slow will help you eliminate the visible losers. For example, you are testing 2 ads with different ad images & everything else same. You will be able to see immediately which image is getting more engagement/more clicks

SETUP "REMARKETING"

REMARKETING LOGIC - CUSTOM AUDIENCE OF ALL THE VISITORS ON YOUR LANDING PAGE
MINUS (EXCLUDE) CUSTOM AUDIENCE OF ALL YOUR THANK YOU PAGE VISITORS

OBSERVE THE INCOMING DATA VERY KEENLY. SPLIT TEST EVERYTHING. KEEP ELIMINATING THE LOSERS. AND START SCALING THE WINNERS.

MAKE SURE TO SPLIT TEST WHATEVER YOU CAN AT EVERY SINGLE LEVEL - GENDER/TARGETING/
PAGE HEADLINE/ AD COPY HEADLINE/ AD IMAGE/ETC

FIRST TARGET IS TO REACH A MINIMUM OF 100 CONVERSIONS

MAKE A 1% LOOKALIKE OF YOUR THANK YOU PAGE AUDIENCE

OPTIMIZATION SECRETS

To Increase ROAS most people focus on targeting the audience in ad sets. But it doesn't work the way they expect. Because you are missing a big area of your ads Which is Ad creatives. Yes, It doesn't matter what you audience you set what demographics you set your creative is the frontend. Your Ad creative will help you increase your ROAS. It happened because of apples new rules regarding its policy of audience. Follow below things in your Creatives.

FIX PRIMARY TEXT AND HEADLINES

Use Your competitors primary text and Headlines and recreate with chatgpt and use that one. Since it is already working. Get competitors ad from fb ad library

AD IMAGE CREATIVE

Use Your competitors image creative and analyze using ChatGpt and recreate. You can rewrite texts used in ads. don't copy exactly same have variation

MAKE YOUR AUDIENCE JOURNEY EASY

Use headlines in your creative which makes your audience journey easy and save money for example: Launch AI funnel without any technical knowledge

TRY DIFFERENT CREATIVES WITH DIFFERENT MESSAGING

Don't use a single headline for all your creatives. Make sure to have at least 3 creatives with different messages

KEEP WATCHING COST PER LEAD FOR EACH ADS

After publishing ads keep watching your ads at least for 5 days and find the winning one and create similar creatives. Stop Money draining ads

AD VIDEO CREATIVE

Use Your competitors video creative and get script using descript ai and recreate for your own make sure to not copy exactly.

YOUR AD PLACEMENT MATTERS

Never use advancement placement recommended by Facebook instead try to do manual placement on only Facebook and Instagram feed, stories and reels. it will help you to decrease cost per lead

AUDIENCE TARGETING

If you are new to launching ads then use interest based and open targeting only. It help you give you more traffic and leads

AUDIENCE SIZE

Make sure to have audience size between 6 lacs to 20 lacs. Use demographics, psychographic, locations to set audience size. Again your ad creative matters

FIRST FOCUS

Start your ad with images first and then go to video and carousels

USE CONVERSION API

If possible use facebook conversion API to decrease cost per lead

IDENTIFY WINNING ADS

Scale up budgets for high-performing ads while pausing underperformers.

OPTIMIZE YOUR LANDING PAGE

Match the ad's promise with a high-converting, mobile-friendly landing page.

CAMPAIGN OPTIMIZATION

FREQUENCY MONITORING

Avoid ad fatigue by watching your ad frequency metric (recommended: <3).

OPTIMIZE DELIVERY

Use Meta's delivery optimization options (e.g., link clicks, landing page views, or conversions).

SCHEDULE ADS SMARTLY

Use ad scheduling to run ads during peak hours for your audience.

MONITOR KEY METRICS

Regularly track CTR, CPC, CPM, conversion rate, and ROAS in Ads Manager