



FB Advertising — Secrets —

Before You Start Facebook Ads Checklist



Know Your Goal - Most of your budget should be spent in sending people to your website and increasing conversions on your website (must use Facebook Pixel)



Install your Facebook Pixel- If you have a website you should get your Pixel installed as soon as possible to start gathering traffic. <http://bit.ly/FBAdsPixel>



Create Eye-catching Images- The image is the most important part of your ad. Traffic and Conversion ads can have a range of sizes from 1:1 (square) to 1.91:1. Size either 1080 x 1080 pixels or 1200 x 628 pixels. Try not to exceed 20% text for better delivery. Create 2-3 images to test (Square is best). <http://bit.ly/BestAdImage>



Research Keywords- Make a list of possible Pages that has similar target audience. Then go into Facebook Ads and start any ad to play around with the targeting. Type in Keywords into the Detailed Targeting area and keep your Potential reach between 500K and 2 M if possible.



Design Your Campaign- Start by split testing different groups of keywords and use the same ad creative so you know which responds best. Then take the best performing demographic and test something else, like a new image.

