Facebook Advertising Checklist

FB Platform 101

☑ Campaign objective and account structure setup
☑ Use of WCA Pixel, Custom Audiences & LAL, etc
☑ Use of Conversion Pixel, Custom Conversions & Events
☑ Account History – Active changes

DPA & Purchase

☑ Audience customization
☑ Audience Exclusion for Prospecting DPA
☑ Purchase Events, Custom Events to build audience
☑ Catalog & Product Sets, Feed customizations, Frames, etc.

Optimization

☑ A/B testing bid management (manual vs. FB optimized)
☑ Ad Inventory – Placement optimal?
☑ Ad set level frequency knowledge
☑ Destination URLs & tracking implementation
Optimization - Targeting

- Multiple audience testing & Segmentation (Pros vs Ret)
- Funnel targeting strategy (Engagement/Traffic/Conversion)
- Targeting Overlap and Exclusions
- Always on Pixel strategy, LAL and LTV Audience use

Creative

- Eye-catching (Thumb-stopping)
- Custom dimensions by placement (feed vs. IG stories, etc.)
- Elements of Motion, use of Video
- Optimization for CTR or Conversion (Split Tests Variables)

Copy & Experience

- Optimized for placement (FB Suggested Copy Characters)
- Set expectation to convert or act
- Mobile landing page experience or checkout
- A/B testing copy & CTA buttons & Text Overlays