



NEILPATEL

# Advertising Checklist

How To Go **From Zero To 200,000** Followers On Facebook

# 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