



NEILPATEL

Campaign Structure & Best Practices

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

FACEBOOK ADVERTISING - BEST PRACTICES

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 – N/A

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

Above you can find best practices for different areas for Facebook advertising. Below you can see the campaign structure of advertising on Facebook. Optimization targeting comes into play in the second step of the structure below and creative in the third step.

Campaign Structure Basics

NEILPATEL

