Facebook Ads List Building Lab Checklist

Sales Funnel

☐ I created a Squeeze Page for my free offer (use LeadPages.net for easy set up)

☐ I created a Thank You page (with optional upsell offer on the page)

☐ I created my email/autoresponder follow up sequence (goes out at least 7 days)

☐ I created a conversion pixel in Facebook and put it on my Thank You page

Audiences, Targeting, Tracking

☐ I created a Custom Audience for my website

☐ I created a Custom Audience for my email list

☐ I spent time using Graph Search to find what Facebook pages my ideal customer likes

☐ I spent some time going over Demographics and Interests of my ideal customer

Ad Set Up

☐ I am using the Power Editor to create my ads

☐ I created ONE campaign for website conversions (objective)

☐ I created ONE Ad Set for each Audience (set to $10-20 a day)

☐ I created an Unpublished Page Post Ad for each audience (you can use the same one for each Ad Set)

☐ Under Audience I chose one audience for each Ad Set (example: Custom Audience=My Website or type in Facebook Page under Interests)

☐ I checked Optimized CPM

Ad Copy/Image

☐ I used Canva.com to quickly create an ad image

☐ My ad image is engaging and fits my market and message

☐ My copy is short and to the point with a big Call to Action

☐ I used Facebook's Grid Tool to make sure my images pass the 20% text test (https://www.facebook.com/ads/tools/text_overlay)

Track and Tweak

☐ Watch Ad Manager tool for conversions

☐ Decided how much I can pay per lead (100 ppl optin – 10 people buy your $10 product – 10*10=100

> **Example:**
>
> Product Price $47
>
> Profit Per Sale = Product Price * .80 (take out 20% for operating costs)
>
> 47*.80= 37.60
>
> $37.60 is your profit for every sale
>
> So your Value Per Subscriber = (Profit per sale) * (Conversion rate)

Average conversion rate is .03

37.60*.03=1.13

I can spend $1.13 per lead to break even.

Use these numbers to determine how much you can spend per lead on Facebook ads. Obviously the higher priced your product is the more you can spend. Likewise, the higher your conversion rate the more you can spend.

☐ Pause ads that are not converting well or at all

☐ Tweak ad copy, image, audience (one at a time - not at the same time)