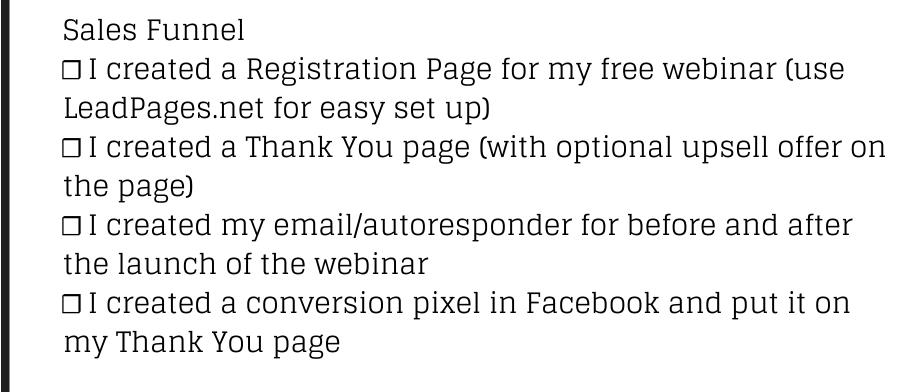
FACEBOOK ADS CHECKLIST



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, Audience
Insights 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 a New 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



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.