

# FACEBOOK ADS CHECKLIST

## Sales Funnel

- I created a Registration Page for my free webinar (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 for before and after the launch of the webinar
- 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, 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

## 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](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 –  $10 \times 10 = 100$ )

### Example:

Product Price \$47

Profit Per Sale = Product Price \* .80 (take out 20% for operating costs)

$47 \times .80 = 37.60$

\$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.