

Objectives and KPIs

- What is the business/ marketing objective? (E.g. Awareness, Consideration or Conversions)
- What is your campaign objective? (this might differ slightly from the business objective. E.g. Business objective may be awareness and campaign objective may be engagement or video views)
- Does your campaign objective align with the business / marketing objective?
- Does your KPI align with your campaign objective? (E.g. if you want to drive traffic your KPI should be “landing page views or link clicks”. If it is sales you want to achieve then your campaign objective should be conversions.

Audience

- Does your business have a product or market persona?
- What types of Facebook audiences will you be making use of? (Core, Lookalike or Custom)
- Is your audience large enough for your campaign to scale? (At least 1 million per ad set unless you are a local business)
- How many different audiences will you be testing and therefore how many ad sets will you need?

Destination

- Where are you sending people? To a pre-sell page or a product page
- Is there social proof present on the page? - testimonials, awards, press
- Is there multimedia on the page? - multiple pictures, video, UGC
- Is it mobile optimised?

Copy / Creative

- Align copy with personas - what would appeal to your persona?
- Do you have a discount code or incentive (if relevant)
- Do you have Social proof in the ad copy?
- Do you have multiple media types in your ads? At least 1 x single image ad and 1 x single video ad
- What other ad formats will you be using? E.g. Collection, carousel
- Do you have 2 - 4 ad copy / creative variations per ad set?

Budget

- Do you have enough ad set daily budget? At least £5 per ad per day
- Are you using lifetime or daily budget? (If set budget use lifetime, if opportunity to increase budget and scale use daily)

Measurement

- Is the pixel setup on your website with standard events to track conversions?
- Is there a need to set up any custom conversions? (E.g. people who spend over x amount)
- Do you need to track the campaign in Google Analytics? If so you need to add link tracking to your links in Facebook ads manager.

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