



Facebook Advertising Strategy Developer

Running Facebook advertising campaigns doesn't have to be a challenging or frustrating process. Understanding the platform and developing a thorough strategy before you start will help you see the campaign from beginning to end and set you up for success. Use the prompts below to build your campaign strategy.

- What are my goals for running ads?

- Which optimizations best fit those goals? (ie. Traffic optimization for website visits, event response optimization for Facebook event RSVPs, etc.)

- Can I set up a Facebook Pixel on my website? Are there any events that can be tracked? (ie. Form submissions, button clicks, purchases, etc.)

- Is the Facebook Pixel firing correctly? Use the Pixel Helper extension for Google Chrome to test it.

- Who is my primary target audience? Age, gender, geographic location interests



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- Do I have a customer list I want to target or use for a Lookalike extrapolation?

- What do I want to measure? What metrics are most important to proving success, and what other metrics can support that?

- What are my key messaging points? Write them in an engaging way with a “call to action” that your audience will respond to.

- Circle the CTA button that best fits your campaign.

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- What visuals are you using? Stock images from Facebook (not available for all optimizations), stock images (with permission), video, or images you own? Make sure they’ll draw the eye and make sense for your ad.



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Resources

- [Facebook Business Manager](#): Your dashboard for managing pages within Business Manager and running ads.
- [Facebook strategy call calendar](#): Schedule a call with a strategist employed by Facebook.
- [Facebook chat support](#): Online chat with a Facebook technical support representative.
- [Pixel Helper](#): Google Chrome extension that tests the Facebook Pixel installation.
- [Facebook Text Checker](#): A tool to check if the amount of text in an image will affect its performance when used in a Facebook ad.
- [Debug Links](#): A link to visit that clears your cache if the wrong image is loading on your link post on Facebook.
- [Beyond the Boost Whitepaper](#): An in-depth planner developed by Break the Ice Media to help you go beyond the Facebook Boost button to use the full power of Facebook Advertising.
- [Facebook Blueprint Courses](#): Free, online courses to walk you through every step of Business Manager