

Create Killer Facebook Ad Campaigns that Convert

10 Point Checklist

Cat Howell

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Be willing to put some skin in the game and give Facebook a chance to optimize your ad.”

CAT HOWELL

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Focus on “mobile real estate” by utilizing social media ads. The number of mobile users now far exceeds the number of desktop users.
- Reach a minimum of 8000 impressions so Facebook Ads can understand my audience’s data and optimize my campaign.
- Be ready and willing to spend more than my normal ad budget when I am launching a campaign. I have to gain impressions first before I can finally make conversions.
- Run my ads for a longer duration to see better results and impact from my audience. If I’m throwing an event, make sure to launch my ads several days in advance to spread awareness.
- Make sure that my landing page is optimized to convert my target audience. Consider page speed, layout and mobile responsiveness.
- Don’t try to be everything to everyone all at once. Find a specific audience that I can focus on and go after on a personal level.
- Create a detailed persona profile if I’m targeting different sets of individuals.
- Test my market to get a solid idea of which persona or audience subset is going to work really well and be more scalable.
- Make it an objective to have an ad that can get me the cheapest, best clicks to my website to get a return on investment.
- Find an ad agency that understands my needs, knows how to approach my target audience and has my best interests at heart.