

# FACEBOOK + INSTAGRAM ADVERTISING CHECKLIST

TECHNICAL AND CREATIVE EXPERTISE FOR CREATING  
EFFECTIVE FACEBOOK AND INSTAGRAM ADVERTISING

# BEFORE WE START

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YOU CAN ALSO READ AN INTRO TO FACEBOOK ADS MANAGER AND WATCH A VIDEO TO FOLLOW ALONG AT

[HTTPS://LESYALIU.COM/HOW-TO-CREATE-FACEBOOK-ADS-USING-ADS-MANAGER/](https://lesyaliu.com/how-to-create-facebook-ads-using-ads-manager/)

TO GET STARTED, YOU'LL NEED TO HAVE A BUSINESS MANAGER ACCOUNT.

Sign up for it at [business.facebook.com](https://business.facebook.com) if you don't have one already.

CLAIM YOUR FACEBOOK AND INSTAGRAM ACCOUNTS.

Go to Business Settings > Pages and Business Settings > Instagram Accounts, which will walk you through the prompts.

# TECHNICAL KNOW-HOW

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## **AT CAMPAIGN LEVEL**

Choose campaign objective

Name your campaign something meaningful

## **AT AD SET LEVEL**

Choose where you want to drive traffic

Decide whether you'd like to use custom audiences

Define audience

Choose placements for your ads

Specify budget and schedule of your campaign

## **AT AD LEVEL**

Choose the format of your ad

Add your media

Input destination URL

Write headline

Write body text

Select call-to-action

Decide whether you want to change display URL

Enable Pixel tracking

Click Review Order to submit to Facebook



# CREATIVE KNOW-HOW

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## **ENSURE CORRECT TARGETING**

Specify your audience's demographics

Their interests

Their goals / struggles

## **BE MINDFUL OF THE CONTEXT OF AN AD**

What their feed looks like

When they are on Instagram

What they're doing when on Instagram

Mood of their newsfeed

Their purchasing stage

Awareness of your brand and offer

## **VISUALS**

High-quality

Look native

Consistent with overall branding

Clear what you're selling

"Thumb stopper"

## **TEXT**

Effective copywriting / enticing storytelling

Clear call to action

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REMEMBER:

DON'T SHY AWAY  
FROM  
ADVERTISING,  
BUT MAKE SURE A  
GIVEN PIECE OF  
CONTENT IS  
WORTH IT.

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