Create Your First Facebook Ad

We've created this step-by-step checklist to help you launch your first Facebook ad. You can even check off your accomplishments and share them with friends! You ready?

❏ **Define Your Goal.**

The first step in any successful ad campaign is goal setting. Facebook considers this your campaign objective. It's important to determine upfront what you're trying to achieve: Website clicks? Conversions? Page likes? The objective you choose will influence how you measure the success of your campaign.

❏ **Identify Your Personas.**

You might have an idea of who your customers are, but it's important to get really niche when it comes to creating a persona. What are your customer's interests? Passions? Motivators? Here's a downloadable worksheet to help you identify your ideal customer so you can create content that speaks to them.

❏ **Build Your Audience.**

Build up your audience by creating lookalikes to match your website visitors and current customers.

❏ **Create a Clear Call-to-Action.**

Your ads should provide clear direction on how you want prospects to take action. Your call-to-action (CTA) is your opportunity to really drive home the message. Make it count!

❏ **Set a Budget.**

You don't have to spend hundreds of dollars to reach the right people. The great thing about Facebook ads is the ability to set a price that's right for you. Facebook runs on an auction structure on which buyers determine the maximum bid they want to pay for clicks, impressions and conversions. Budgets can be set daily, weekly, or even at a lifetime level. Here's a breakdown of Facebook's bidding structure so you can find what works for you.

❏ **Create Compelling Copy.**

Messaging is really important when it comes to your ads. Make sure you optimize your headline, text and description to drive home your message. Here are 7 formulas you can try.

❏ **Use High-Converting Images.**

Not a designer? We like Canva for creating beautiful, web-optimized images with ease. There's also free stock photo sites like StockSnap and Unsplash, too. Here are some ideas to get you started.

❏ **Download your free fill-in-the blank.** Facebook Ad template