



SETUP CHECKLIST

FACEBOOK BUSINESS MANAGER



GRAPHIC
DESIGN

SOCIAL
MEDIA

WEB
DESIGN

BUILDING BRAND AWARENESS FOR BUSINESS

setup checklist

day 1 Getting Setup The Right Way

- CREATE BUSINESS MANAGER ACCOUNT
- CREATE ADD ACCOUNT
- LINK BUSINESS PAGE
- LINK INSTAGRAM ACCOUNT
- ADD PEOPLE
- ADD PAYMENT METHOD

day 2 Tracking & Targeting

- CREATE PIXEL
- INSTALL PIXEL ON WEBSITE
- AVATAR CREATION WORKSHEET

setup checklist

day 3 Creating Your Audiences

- CREATE CUSTOM AUDIENCES
- CREATE LOOKALIKE AUDIENCES
- CREATE SAVED AUDIENCES
- USE AUDIENCE INSIGHTS

day 4 Objectives, Budgets + Placements

- CHOOSE THE RIGHT OBJECTIVE - REMEMBER THE "BUCKETS"
- DECIDE ON A DAILY BUDGET
- USE AUTOMATIC PLACEMENTS
- TRAFFIC CAMPAIGN - OPTIMIZE FOR LANDING PAGE VIEWS (NOT LINK CLICKS!)

SETUP CHECKLIST

day 5 Create A Winning Ad

- COMPELLING COPY (SHORT, MED, LONG)
- SCROLL STOPPING IMAGES
- ATTENTION GRABBING HEADLINES
- TEST TEST TEST!

link access

FACEBOOK BUSINESS MANAGER

a Facebook tool that helps organize and manage your business.

[CLICK HERE](#)

AUDIENCE INSIGHTS

gives you aggregated information about people on Facebook .

[CLICK HERE](#)

PIXEL HELPER

pixel helper chrome extension.

[CLICK HERE](#)

FACEBOOK AD LIBRARY

see what others are doing.

[CLICK HERE](#)

TURBO AD FINDER

display only ads in your newsfeed (inspiration for your facebook ads).

[CLICK HERE](#)

RESIZING APP

resize, crop, optimize, or convert your images into JPEG, PNG, BMP, TIFF, or WebP formats. At no efforts. For Free.

[CLICK HERE](#)

FACEBOOK TEXT OVERLAY TOOL

upload an image to determine how much text is in your ad image.

[CLICK HERE](#)

CANVA

design anything.

[CLICK HERE](#)

notes

One of my success
secrets is taking
action daily to move
my business forward
- Amy Porterfield
