



PIXILLUSIONS

Web Design & Digital Marketing

ACTION GUIDE

Workbook - ADS CHALLENGE



GRAPHIC
DESIGN

SOCIAL
MEDIA

WEB
DESIGN

BUILDING BRAND AWARENESS FOR BUSINESS

ACTION GUIDE

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

ACTION GUIDE

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!)

ACTION GUIDE

Day 5 Create A Winning Ad



COMPELLING COPY (SHORT, MED, LONG)



SCROLL STOPPING IMAGES



ATTENTION GRABBING HEADLINES



TEST TEST TEST!