



## FB Ad Campaign // Planning Worksheet

1. What is the goal of your FB Ad campaign?  
\*i.e. sales, gain email subscribers, promote an event, etc...
2. What specific product or services are you focusing on?
3. What is the theme for your copy and creative?  
\*This will help give you direction when creating the content.
4. What images do you want to use for this campaign?
5. Describe your target customer:
  - How old are they?
  - Are they single?
  - What do they like to do?
  - Where do they shop?
  - What do they read?
  - Interests?
  - Locations?
  - Married or single?
  - Income level?
  - Gender?
6. List 4-5 competitors:
  - a. Check out their IG account
  - b. Check out their FB account
  - c. Check out their website
  - d. Check out FB Ad Library at <https://www.facebook.com/ads/library> (this allows you to see if your competitors are running ads)
7. Why do your customers choose you over competitors?
8. What is your budget?  
\*Budget is often determined by the audience size, however, it's a personal preference of how much you can spend to test out FB Ads. FB Ads can run for as little as \$5 a day and up! If you know how much a lead typically costs, you can work the budget out on how many leads you'd like to receive and then multiply by your average lead cost. Having lead cost numbers is very helpful to determine if a campaign is successful. If this is your first campaign we can set these benchmarks for you!



9. If lead collection is your goal, do you have a process to nurture those leads? Write out this process.  
\*This is a very important step, it doesn't matter how great your ads are if once you get the lead there isn't a process in place to move the customer from a lead to a sale.
10. Do you have landing pages set up?  
\*This is very important, your landing page needs to be clear and concise. Helpful tip: always be sure the call to action is above the scroll of the landing page!
11. What will be the duration of the campaign?
12. In regards to Tracking, do you have conversion rates from previous campaigns or average lead cost?
  - Lead cost
  - Number of clients
  - Impression
  - Reach
13. What would you like to see in your reporting? How often would you like to receive reporting?