

*the*

# 7-STEP

## FACEBOOK CAMPAIGN

*Checklist*



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# The 7-Step Facebook Campaign Checklist

Nobody likes "that guy" who you meet at a party or a social setting who tries to pitch you something 30 seconds after shaking your hand. However, some of the biggest deals and sales have been made as a result of two people meeting at a party or event. The key to generating these sales is to first make friends and build trust with people before you try and sell them your product or service.

Facebook has essentially become the online party or coffee shop... and you literally have the ability to clone yourself and show up at any party in the world... at the same time! Making friends, building trust, and creating goodwill with people... while smoothly transitioning some of those new friends (or fans) into subscribers and customers. The 7-Step Facebook Fast Start Checklist gives you the blueprint to simultaneously generate traffic, create goodwill, and make consistent sales for your business.

## □ Step 1: Publish Epic Content

The first step is to publish some epic content that you can drive Facebook traffic into. This can be a piece of content that someone can consume without having to opt-in or buy anything. This is put in place to start building goodwill (it's like the handshake at a party).

This can be a "Facebook friendly" landing page that you're using to get people to opt-in for a freebie or even purchase a product. Or this can even be a video that you run as an ad inside the Facebook newsfeed or in the right column.



## □ Step 2: Set Up Conversion Pixels & Custom Audiences

Setting up conversion pixels through Facebook is an easy way to help you keep track of activity on your blog or website. A conversion pixel is a piece of code that helps you to track important actions on your blog or website (visitors, purchases, opt-ins, etc.) and helps you measure the performance of your ads.

You can also create custom audiences which are basically retargeting lists. That way if someone lands on your blog post or something similar to that but doesn't opt-in or buy, you can still track them and keep them on your list to retarget in the future.

Something really powerful about Facebook is you can optimize your campaigns based off a conversion pixel. For example if your goal is to drive more traffic to your webinar registration, once you start to get some leads Facebook will find and target people who have similar characteristics, interests, and behaviors. The more leads you get, the more Facebook will optimize it.

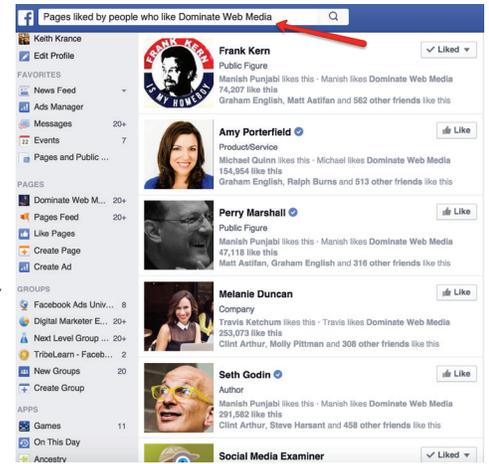


## □ Step 3: Target Audience Research

Taking advantage of Facebook's amazing targeting capabilities is essential for maximum ROI. You will want to use Facebook Audience Insights, Facebook Search, the Ads Manager or Power Editor's suggested interests, Amazon, Google, and some other third-party tools to find potential interests & audiences for your campaigns.

A great search to phrase to type into the Facebook search bar is: "Pages liked by people who like [your page or your competitor's page]"

Create a Google Drive spreadsheet and start entering all the possible interests you come up with during your research.



## □ Step 4: Start a "Like" Campaign

There are 3 core purposes for running "Like" (Fan Building) campaigns:

1. Increase your social proof. The more likes and fans you have the more credibility you have.
2. Get more fans that you can re-market to with more direct offers.
3. You can improve your "friends on fans" reach. Example: You can target someone who not only likes Tony Robbins, but has a friend who likes Dominate Web Media. This is called connection targeting.

## □ Step 5: Publish & Boost Facebook Post

There are several different ways you can create an ad campaign depending on your objective, and there are some seriously ninja ways to optimize your targeting, bidding, and ad placement by using the Power Editor or the Ads Manager. However the fastest and easiest way to get traffic to your content: Boosting a Post on your Facebook page.

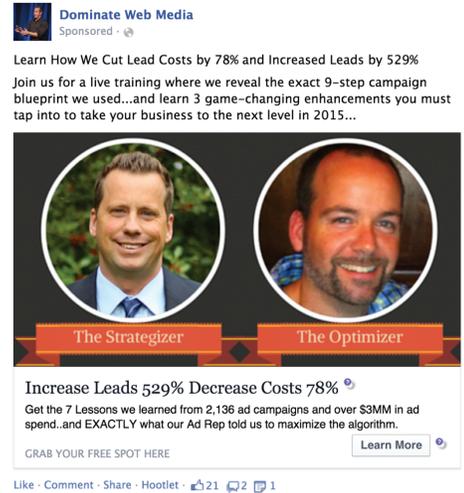
In order to have your ads show up in the Facebook Newsfeed your ad needs to be hosted by a Facebook page. The easiest way to do this is to first publish a Facebook post on your page. You start by creating a post just like you would with one you aren't going to run ads to, then on the bottom of your post Facebook will give you an option to boost it right from your page. You can then select specific targeting to get your post out to your exact and ideal target audience.



# Step 6: Repeat with Conversion Focused Campaigns

Your next step is to repeat step 5– except this time specifically design an ad or post that is meant to drive traffic to a place that will generate leads or sales. For example you can have your ad link to a webinar registration, a sales page, a lead magnet, a product, etc.

With the conversion-focused campaigns you may want to only target to warm traffic who knows who you are, have already been to your blog, are already on your retargeting list, etc. With the Facebook Ads Manager and boost post option you can do this and target EXACTLY who you want. This is game-changing because with this target audience you have already built goodwill and trust.



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Learn How We Cut Lead Costs by 78% and Increased Leads by 529%  
Join us for a live training where we reveal the exact 9–step campaign blueprint we used...and learn 3 game-changing enhancements you must tap into to take your business to the next level in 2015...

**The Strategizer**      **The Optimizer**

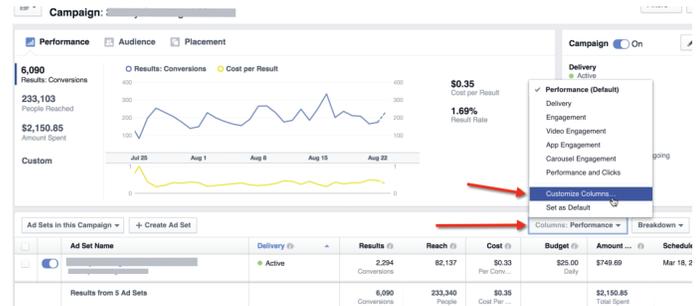
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Get the 7 Lessons we learned from 2,136 ad campaigns and over \$3MM in ad spend...and EXACTLY what our Ad Rep told us to maximize the algorithm.

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# Step 7: Analyze & Optimize

Your final step will be to start analyzing and optimizing your campaigns. The best way to do this is to use Facebook’s reporting tool. This is where you can find which Interests are performing best, which Placement is giving you the best ROI (Newsfeed, Right Column, Desktop, Mobile, etc.), which Demographics are performing best, what ad copy is working best, which image is winning, etc.



**Campaign:** [Dropdown]

Performance | Audience | Placement

5,000 Results: Conversions  
233,103 People Reached  
\$2,150.85 Amount Spent

Custom Jul 25 Aug 1 Aug 8 Aug 15 Aug 22

Results: Conversions (blue line), Cost per Result (yellow line)

\$0.35 Cost per Result  
1.69% Result Rate

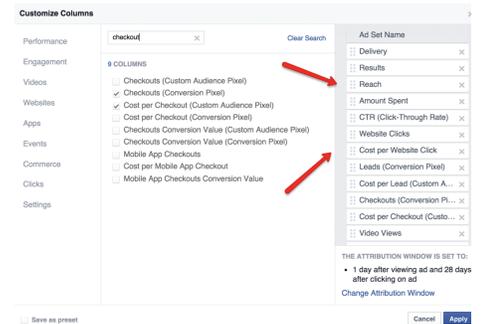
Delivery: Active

- Performance (Default)
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Customize Columns
- Set as Default

Columns: Performance | Breakdown

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount	Schedule
[Ad Set Name]	Active	2,294 Conversions	80,137 People	\$0.33 Per Conv.	\$25.00 Daily	\$749.69	Mar 18, 2015
Results from 5 Ad Sets		6,000 Conversions	233,340 People	\$0.38 Cost Per...		\$2,150.85 Total Spent	

You can also use the customize columns section inside the reporting tool. This will allow you to decide what you want to track. What you decide to track will all depend on the type of ad you are running and what your specific end goal for that ad is.



**Customize Columns**

Performance: checkout [X] Clear Search

9 COLUMNS

- Checkouts (Custom Audience Pixel)
- Checkouts (Conversion Pixel)
- Cost per Checkout (Custom Audience Pixel)
- Cost per Checkout (Conversion Pixel)
- Checkouts Conversion Value (Custom Audience Pixel)
- Checkouts Conversion Value (Conversion Pixel)
- Mobile App Checkouts
- Cost per Mobile App Checkout
- Mobile App Checkouts Conversion Value

Ad Set Name

- Delivery [X]
- Results [X]
- Reach [X]
- Amount Spent [X]
- CTR (Click-Through Rate) [X]
- Website Clicks [X]
- Cost per Website Click [X]
- Leads (Conversion Pixel) [X]
- Cost per Lead (Custom A... [X]
- Checkouts (Conversion P... [X]
- Video Views [X]

THE ATTRIBUTION WINDOW IS SET TO:  
• 1 day after viewing ad and 28 days after clicking on ad  
[Change Attribution Window](#)

Save as preset      Cancel      Apply



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