



Beginning a Facebook Ad Campaign Checklist

1) Basic Set Up

- Create a Facebook Ad Account
- Associate Facebook Ad Account with Business Page
- Set Spending Limit and Add Form of Payment

2) Install Facebook Pixel

- Go to your Facebook Pixel tab in Ads Manager and click “Create a Pixel”
- Enter a name for your pixel. There’s only one pixel per ad account, so choose a name that represents your business.
- Click Create Pixel.
- Go to your Facebook Pixel tab in Ads Manager.
- Click Actions > View Pixel Code.
- Copy Code and then Click Done
- Go to your website’s HTML and paste the code. If you use WordPress you can paste this code in the same place you likely pasted tracking code such as that for Google Analytics. This varies from theme to theme.

3) Build Your Custom Audience

- Go to your [Audiences](#) tab in Ads Manager
- Click Create Audience > Custom Audience
- Click the Website Traffic drop-down and select Custom Combination
- Check that Advanced Mode is set to ON
- Set your rules, such as a page URL
- Give your audience a name, then click Create Audience

4) Expand Your Audience Through Lookalike Audience

- Create Lookalike Audience ([More Info](#))
- Optional: Sign Up for [Adespresso](#) to better manage your ads

5) Prime the Pump

- Write 1 practical, useful, informational blog post per month
- Create checklist or case study to go with each post
- Make checklist or case study available through a [content upgrade](#)

6) Start Running Ads

- Simply “Boost” each post targeting your lookalike audience