



BEGINNERS GUIDE TO SOCIAL MEDIA ADVERTISING Checklist



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SOCIAL MEDIA ADVERTISING CHECKLIST

- **Step One: Install Facebook Pixel**
 - <https://www.facebook.com/business/help/952192354843755?id=1205376682832142>
- **Step Two: What are you offering?**
 - Sale | Special | Discount
 - Giveaway
 - Features & Benefits
 - USP - DOWNLOAD EBOOK
- **Step Three: Create Two Ad Variations**
 - Photos
 - Videos
 - Graphics
 - Resources
 - www.Animoto.com
 - www.Canva.com
- **Step Four: Place Your Ads**
 - SAME Demographics
- **Step Five: Check Your Results**
- **Step Six: Start Testing**
 - Best Performing Ad with Different Demographics
 - Best Performing Ad with Another Ad Variation
- **Step Seven: Stay Tuned for Part Two**

PLACING ADS STEP-BY-STEP

- **Go to Your Facebook Business Page**
- **Click on "Promote"**
- **Click on "Get More Website Visitors"**
- **Create Headline**
 - Short & Simple
- **Create Headline**
 - Short & Simple
- **Write Description**
 - Simple Summary of Offer
- **Create Audience**
 - Demographics
 - Save Audience
- **Select Duration**
 - Minimum 4 Days Works Best
- **Create Budget**
 - \$5-\$10 a Day Max to Start
- **Click on "Promote Now"**