



HOW TO SUCCESSFULLY SET UP SOCIAL ADS

Proper social advertising set up leads to successful results and accurate reporting.



Ad Account Access & Audit

- Request access to Facebook Business Manager (Instructions) & Google Analytics Account
- Review current audiences set up, campaign tracking, ad copy, objectives, and performance
- Review whether pixel and event tracking are set up properly
- Confirm billing information is correct

Measurement: Facebook Pixel

- Create a Facebook Pixel if not already (Instructions)
- Add the pixel to all site pages
- Add standard event code to some of the website pages
- Verify pixel is firing with Facebook Pixel Helper Chrome Extension
- Set up monthly automated advertising report in Facebook Business Manager

Measurement: Google Analytics

- Review current goals and event tracking
- Verify goals and events are setup correctly and working
- If not, set up new goals and event tracking using Google Tag Manager
- Set up a custom report in Google Analytics for automated reporting

Ad Objectives, Copy, Creative, Targeting & Spend

- Create an ongoing advertising spreadsheet to keep track of ad campaigns
- Outline Campaign objectives
- Determine target audiences (Ad Sets)
- Write ad headers, copy, and newsfeed descriptions
- Collect or create all images and video to be used in ads
- Determine advertising spend (Minimum is \$5/day per ad set)

Custom & Saved Audiences

- Set up custom audiences using email lists, visitors of specific pages on the website, custom events, page fans, lookalike audiences, and more
- Set up saved audiences to make advertising set up easier
- Saved audiences can either include broader targeting such as Females age 25-45, within 15 miles of a zip code, interested in fitness OR custom audience targeting such as all website visitors excluding current customers

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Follow these tips from @kellenmcavoy to successfully set up your social advertising campaigns!

Learn how to successfully set up #socialads and ensure accurate reports with these tips from @kellenmcavoy!

Ready to step up your social ads strategy?

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