Facebook Advertising Checklist

When you sit down to build your first Facebook ads, have the following checklist of items ready so you can save time, stay on track and create compelling ads that achieve your objectives.

☐ **Know your objective. Do you want more page "likes" or are you driving traffic to a Facebook App or a website landing page?**

☐ **Know your target location: Country, State, City, Zip Codes**

☐ **Know your target persona: Gender, age, marital status, education, and workplace. You may not need to consider all these factors, but Facebook ads allow you to include these selectors in your ad targeting.**

☐ **Compelling headline: 25 characters max**

☐ **Compelling ad copy: 90 characters max**

☐ **Compelling image: 100 pixels x 72 pixels**

☐ **Method of payment: Facebook accepts all major credit cards, PayPal or direct bank transfer from your checking account.**

☐ **Ad campaign budget per day.**

☐ **Ad run period: you don't have to, but you can choose the start and end dates for your ad campaigns.**

Now you're set to build your Facebook ads. For more in-depth explanations of all the functions and options, check out Facebook's *Ad's & Sponsored Stories Help Center*, where you'll find detailed breakdowns of every part of the ad-building process: **https://www.facebook.com/help/425284084163299**