

BOOK ME SOLID

Facebook Retargeting Campaign Checklist

Use this checklist as a guide when creating your Facebook retargeting campaign.

Checklist - Facebook Retargeting:

- Make sure you have the FB Pixel Installed on Your Site.
- Test it make sure it is active and collecting visitor information.
- Create a Custom Audience (Example: Search For Homes in Area Page)

- Create your campaign based on your conversion objective
 - Set your budget (\$5/Day goes a long way with a list of 1000)
 - Use Video to increase effectiveness and decrease cost.
 - Add Subtitles to increase ATTENTION

- Create an Ad Set based on your site visitors that have not yet converted (exclude previous lead conversions)

- Create your Ads
 - Create two different versions of your copy
 - Create two different images
 - Combine copy+images for 4 total ads

- Let your campaign run (don't even look at it till at least 500 impressions (1000 better) before making Ad Adjustments.

- Take the best performing Ads and create 2-3 new variations to test

- Keep an eye on Frequency and Relevancy Score. The more time one person sees it the less effective it becomes and your relevancy score decreases each time. (*4 is the magic # before you want to change up your retargeting ad set)

NEED HELP?

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