



Step One: Identifying your Target Audience

In what town/city does your target audience reside/work? _____

How far outside of this area do you want your campaign to stretch?

Remembering that people can work and live a fair distance apart, this “capture area” ensures that you reaching your target audience effectively whether they use Facebook at work or at home.

10 miles (16km) _____

25 miles (40km) _____

50miles (80km) _____

What age group is your target audience? _____

What Gender is your target audience? _____

In the spaces below, write down the key words that you believe best describe the interests of your target audience?
You can use more than one.

(examples - fishing, Pokémon, dining out etc.)



Step Two: Optimising your Advertising “Pitch”

Write a title (in 90 words or less) that will engage your identified target audience with the content in your advertising. Use a verb to describe what you want them to do or an adjective that invokes emotion in your audience.

Example: Ditch the tired old gym workouts and join the global phenomenon that is CrossFit

Expand that title into a full (but brief) explanation of what goals your target audience will achieve through engaging with you. Once again, use words that promote action and invoke emotion.



Step Three: Imagery

Staying with the emotional, action-engaging content, go and find imagery that you feel has the same power over your target audience. Use stock photography if you need to however your own photos may have more power (if they are appealing and look “half” professional).

For examples, go to Google Image Search and look up your title. See what other businesses are using to empower their advertising.

Note: Be careful to not use images covered with text. Facebook has a 20% rule which automatically disallows images that have more than 20% text on them. Use this tool to check whether your images satisfy this rule:

<http://www.social-contests.com/check-image/>

Step Four: Schedule your Advertising

There is no point putting advertising on Facebook all day long unless you know your audience will be online all day long. For this step, determine what days **and** times are the best and most likely time that your target audience will be accessing Facebook and therefore, more like to see your ad.

DAYS (of the week) _____

HOURS (of the day) _____

How many days do you want your advertising campaign to run for? (7, 14, 28) _____

Step Five: Budget

Finally, and very importantly, determine how much money your business can afford to run its Facebook campaign for. Write down your daily budget (can be as low as \$7) and what the maximum budget should be for the entire campaign.

Note: Be very careful when setting this section up in Facebook. The advertising system will sometimes default to an indefinite timeframe meaning that your ad will display continuously, charge your daily rate and continue to accrue to a large amount with no end point.



Luckily Facebook does allow you to set a “ceiling” on all your campaigns.

Daily Budget (can be as low as \$7 / day): _____

Maximum Budget on each campaign: _____

Armed with the information on this sheet, you can now log into your business Facebook account and set up your campaign with confidence.

Be sure to track your advertising to ensure that your Facebook is not just a waste of money. Use the Facebook insights to watch how people are engaging with your advertising and be sure to enable Google Analytics on your website to determine.