Facebook Ads
10 Item Checklist

- [ ] Targeting: Have you effectively defined or targeted your audience?
- [ ] Image: Is it visually appealing? Is it high-quality with bright colors?
- [ ] Image: Is it relevant? Does it convey what you are selling?
- [ ] Image: Does the body of the image contain less than 20% of texts?
- [ ] Headline: Does it deliver value? Is there an offer? Is it Informative?
- [ ] Headline: Is it short and succinct?
- [ ] Text: Does it expand further on your headline without too much detail?
- [ ] CTA: Are you using a relevant Call-To-Action like Book Now or Learn More?
- [ ] Pixel: Do you have a Facebook Pixel set up so you can retarget ads?
- [ ] Testing: Are you testing different texts, headlines & images to see what works?