# Facebook ad checklist

Creating your first Facebook ad can be a challenge when you're unsure what to do and what information you'll need to set up and run your ad. Follow the steps below to connect the necessary accounts within Constant Contact and prepare the content for your first ad!

## Before you get started, ensure you have:

☐ An established business page on Facebook (and Instagram if you have both, but a Facebook page is required).

☐ The login information for a Facebook user account that is an admin for that page.

☐ A working payment method (credit card, PayPal, bank debit, etc.).

## Connect your accounts with Constant Contact:

☐ Connect and log into your Facebook account (use the account that is connected to your Facebook business page).

☐ Create a Facebook ad account or pick the ad account you want to use.

☐ Set up your preferred payment method.

**Note:** You pay for advertising directly with Facebook. There are no extra fees to use Constant Contact to build and manage your ads.

☐ Select the Facebook page you want to run the ad on.

**Bonus:** Want to advertise on Instagram too?

☐ [Connect your Instagram account to your Facebook page](#) (you don't have to have an account to advertise on Instagram).

☐ Don't have an Instagram account, but want to advertise there? Select "Advertise to Instagram using my Facebook page info."

## Set a goal for your first Facebook ad:

☐ When you want to drive traffic to your website, create brand awareness, or sell your product: [Create a Facebook and Instagram ad](#)

☐ When you want to grow your contact list and attract Facebook and Instagram users with similar attributes to your existing contacts, or based on their interests or location: [Create a lead ad](#)

## Design your ad:

☐ Write a description - 125 character limit.

**Tips:**

  ☐ Write to your specific audience.

  ☐ Focus on the main thing you want them to know.

  ☐ Speak directly to them.

☐ Choose an image that draws people in.

**Tips:**

  ☐ Ensure it supports your ad copy and tells a story.

  ☐ Recommended size: 1080 x 1080 pixels.

  ☐ Your image should include no more than 20% text.

☐ Write a headline - 25 character limit.

**Tip:**

  ☐ Use a [power word to catch their attention](#).

☐ Choose a call-to-action button that relates to your goal, like "Learn more," "Book now," "Sign up," etc.

## For a Facebook & Instagram ad, include:

  ☐ Your webpage URL (where do people need to go to complete the action you want?)

## For a lead ad, modify the lead form:

  ☐ Choose the information you want to collect from subscribers (keep it short and sweet).

  ☐ Add your website URL.

  ☐ Add a link to your [privacy policy](#).

## Select your audience:

- ☐ Choose the audience type (custom audience or Lookalike audience) to find people who are most likely to buy your product.

  **Tip:** If you don't sell online or if you require someone to come in person to your business, take into consideration the proximity to your location.

## Set your budget and schedule your ad to run:

- ☐ We suggest a total budget of at least $100 for most businesses to get started.

- ☐ Schedule your ad. If your ad doesn't have a time-sensitive element to it, a good rule of thumb is 6 weeks or less to start, depending on your budget.

## Publish your ad:

- ☐ Facebook reviews your ad, so it can take up to 24 hours before your ad is active.

## Measure your success:

- ☐ View the results of a Facebook and Instagram ad.

- ☐ View the results of a Facebook lead ad.

**Constant Contact**