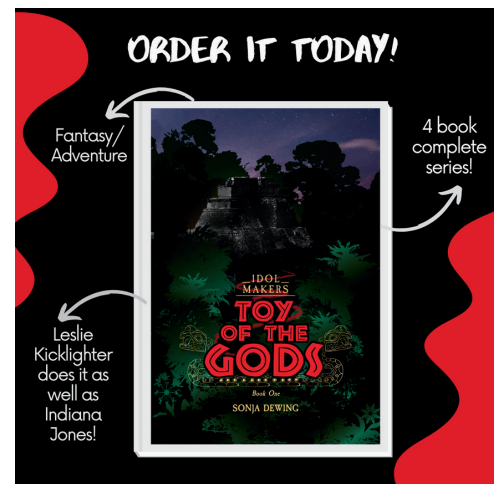


Facebook Ads Checklist

Facebooks ads can be great for your older books or in conjunction with Amazon ads.

Collect before creating FB Ad

- ☐ Amazon Ad attribution link (Only if you're comfortable with Amazon Ads), Find them under Measurement & Reporting and give it a name that matches your FB AD Campaign
- ☐ Or where do you want to send people to buy your book/URL?
- ☐ Three square images for Facebook to test with your ad. Images can be created in programs like Canva.com, Bookbrush, or Placeit. Images need to be bright and interesting to Stop the Scroll! Some examples:



Create Your Ad

- ☐ Go to ads manager (you don't get the same options in Ads Center)



Ads Manager

- ☐ Select "Create"
- ☐ **Select "Traffic"/Continue**
- ☐ Manual Traffic Campaign/Continue
- ☐ Name your campaign
- ☐ Leave everything the same for "Special Ad Categories", "Campaign Details", "Advantage Campaign Budget", and A/B test

- ☐ Select Next
- ☐ Name your ad set
- ☐ Conversion Location
- ☐ Leave performance goal and cost per results as is.
- ☐ **Turn on Dynamic Creative!**
- ☐ Daily Budget - \$5 is a good amount to start with
- ☐ **Set an end date for your ad!** (try it out for 5 days).
- ☐ Advantage Audience
- ☐ Placements - remove all but Facebook
- ☐ Create headlines and text variations

☐ Once you insert the website url you should see ad previews on the right side of the screen.
☐ Use “Shop Now” button

- ☐ On the last page:
- ☐ Scroll down to add creative and upload your three images
- ☐ Enter your primary text - try to keep it short
- ☐ \$5 a day is a good start
- ☐ Placement - Facebook only
- ☐ Select “Shop Now” Button

Take a look at your ad daily to check how it’s going.

What is a good ad?

Click-through rate at .35¢ or less.

What images are doing well?

Use Ad Center to see your image report (easier than Ad Manager)
 Images that are doing well - make more of those and use them in your future ads!

What headlines are doing well?

Use text that gets you clicks!