

# FACEBOOK ADS

## CHECKLIST

*by Elle Social*

HAVE YOU SET UP AND INSTALLED A PIXEL ON YOUR WEBSITE?

DOES YOUR IMAGE CONTAIN LESS THAN 20% TEXT?

HAVE YOU SET UP YOUR AUDIENCE LISTS USING THE DATA YOU ALREADY HAVE?

DO YOUR IMAGE AND AD COPY SPEAK TO YOUR TARGET AUDIENCE?

HAVE YOU NARROWED YOUR AUDIENCE DOWN AS BEST AS POSSIBLE?

HAVE YOU CREATED AT LEAST 3 ADS PER AD SET?

IS YOUR LANDING PAGE RELEVANT TO THE AD COPY?