

Facebook Ad Campaign Planning Workbook

By John Haydon

Instructions

This workbook is a guide to plan out your next Facebook ad campaign.

Put aside 30-minutes to go through this checklist. It will be time well spent.

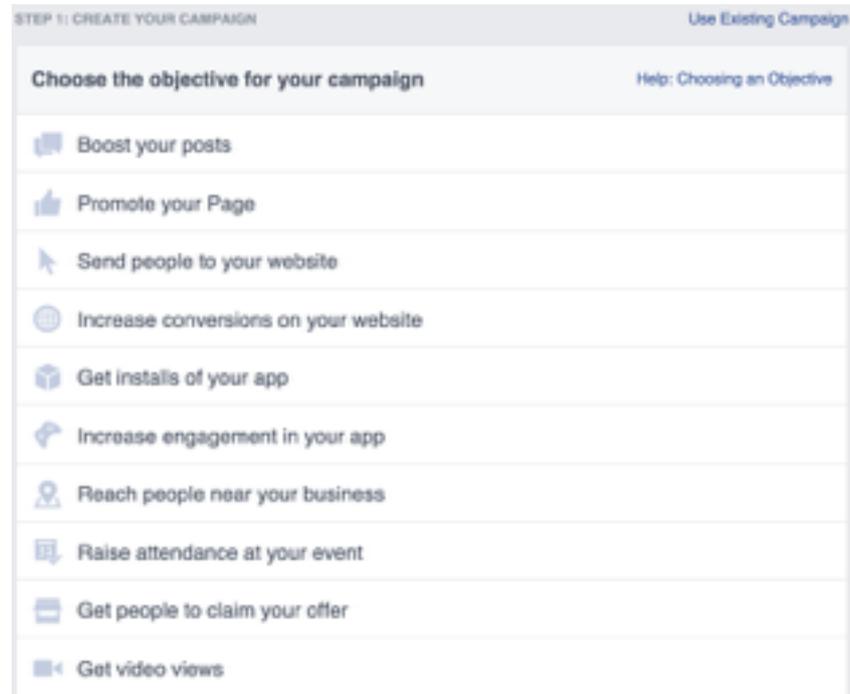
There are 5 sections in this document:

1. Objectives - Clarify your Facebook ad objectives.
2. Audience - Define your target audiences.
3. Messaging - Define and develop messaging for each ad.
4. Schedule - Determine when each ad will be published.
5. Follow-up plan - Determine how you will follow up with participants.

Facebook Ad Objectives

The very first step in creating a Facebook ad campaign is to select an objective. Ads are automatically optimized to reach people who are most likely to take the actions that align with your objective. For example, if you're trying to convert new event registrants, your ad will be shown to people most likely to sign up.

At right are all 10 options you'll see when you create an ad:



Facebook Ad Objectives

For most marketing and fundraising campaigns, you'll want to choose one of the following six objectives:

- ❑ **Promote your Page** - Reaches people who are likely to like your Page.
- ❑ **Send people to your website** - Reaches people in your audience who are likely to click a URL, like an event registration or donation page.
- ❑ **Increase conversions on your website** - Reaches people in your audience who are likely to register, donate, volunteer, or complete some other action on your website. This objectives requires adding code to your website to track conversions.
- ❑ **Reach people near your business** - Reaches people near your nonprofit. This objective is perfect if you're looking to drive foot traffic to an fundraising event.
- ❑ **Raise attendance at your event** - Reaches people with an event ad that can be added to their Facebook calendar. Respondents will get reminders about your event.
- ❑ **Get video views** - Reaches people with a video that tells a story.

Facebook Ad Objectives

Select the objective that best matches the goals of your campaign. Complete the fields for your selected objective.

- Promote your Page** - Facebook Page URL: _____.
- Send people to your website** - Webpage URL: _____.
- Increase conversions on your website**
 - Webpage URL: _____.
 - Confirmation page URL: _____.
 - Person adding tracking code to website: _____.
- Reach people near your business** - Define local area: _____.
- Raise attendance at your event** - Facebook Event URL: _____.
- Get video views** - Link to video download page: _____.

Facebook Ad Audience

Facebook offers a huge variety of options for targeting Facebook ads, including:

- ❑ **Demographics** - Location, age, gender, language, education, etc. This data is derived from Facebook users and 3rd party consumer data providers.
- ❑ **Interests** - Interests expressed by Facebook users based on their activities, interests, Pages liked, and closely related topics.
- ❑ **Behaviors** - Target users based on their purchase behaviors, lifestyle, device usage and more.
- ❑ **Connection** - Target users based on their connection to your Page or event. Limits your audience to only people with that specific connection who also meet your other selected targeting criteria.
- ❑ **Custom audience** - Create your own custom audience based on a list of email addresses, phone numbers, Facebook users IDs or app user IDs.

Facebook Ad Audience

Complete the follow questions for each audience criteria:

- Demographics** - Describe your target demographics (location, age, gender, etc).

- Interests** - List the specific interests for your audience.

- Behaviors** - Describe their purchase behaviors, lifestyle, device usage and more.

- Connection** - Do you want to limit your audience to your Facebook Page or event?

- Custom audience** - Do you target a list phone numbers or emails? If so, describe that list.

Facebook Ad Messaging:



There are several elements that make up a Facebook ad:

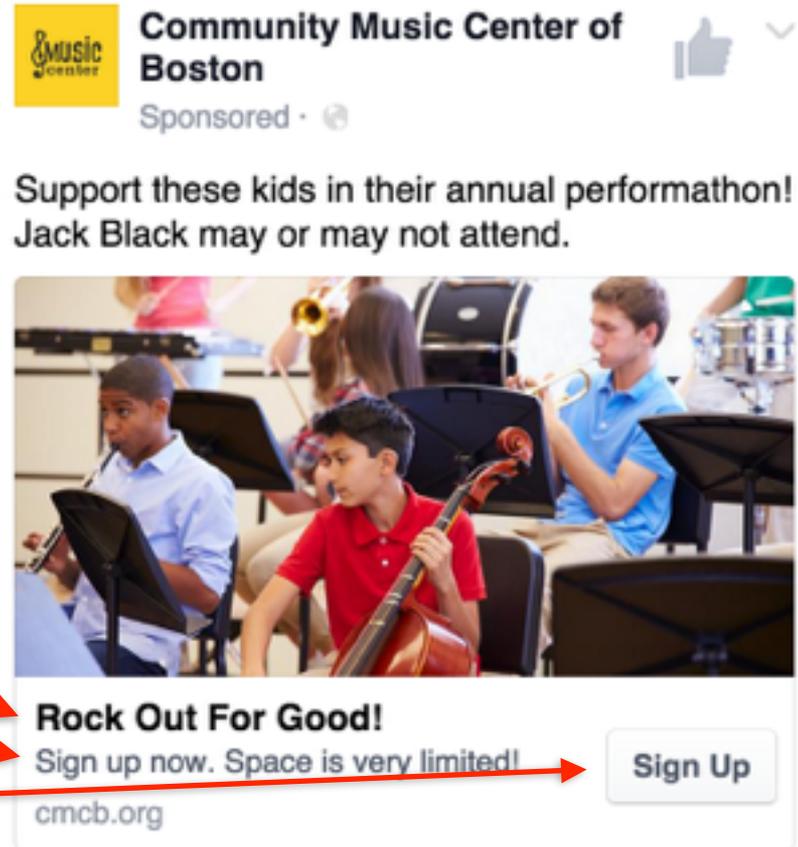
Ad text

Ad image

Ad headline

Link description

Call-to-action button



The image shows a Facebook advertisement for the Community Music Center of Boston. At the top left is the logo for the center, a yellow square with a musical note and the text "Community Music Center". To its right is the name "Community Music Center of Boston" in bold black text, followed by "Sponsored" and a globe icon. On the far right are icons for a thumbs-up and a dropdown arrow. Below the name is the main text: "Support these kids in their annual performance! Jack Black may or may not attend." This text is positioned above a photograph of a school band. The band members are playing various instruments like trumpets, saxophones, and a double bass. Below the photo is the headline "Rock Out For Good!" in bold black text, followed by the text "Sign up now. Space is very limited!". At the bottom left of the ad is the URL "cmcb.org" and at the bottom right is a white button with the text "Sign Up".

Instructions: Complete this worksheet for each email.

Facebook Ad Messaging:

Complete the follow questions to create your ad:

❑ **Ad headline** (limited to 25 characters)- How will you grab their attention?

❑ **Ad text** (limited to 90 characters) - Clearly explain what you're promoting (WIFM)

❑ **Call-to-action button** (only available for website / app visits and conversions) - Select from:
Learn More, Shop Now, Book Now, Sign Up, Download, Watch More, Donate Now, Contact Us.

❑ **News Feed link description** (limited to 25 characters) - Why should people visit your website?

❑ **Ad image** (1200 X 627 pixels) - Describe the images you will use for your ads.

Facebook Ad schedule

Week 1	Goal
Week 2	Goal
Week 3	Goal
Week 4	Goal

Instructions: Describe your ad strategy and goal for each week.

Follow-up plan

Great job engaging fans and getting new supporters! How will you set the tone for the relationship?

What's next?

How will keep them interested throughout the year?

How will you measure success?

Notes

What's next for you?

Upgrade your Facebook advertising skills and raise more money from your next campaign with **Fundraising with Facebook Ads - Go beyond boosting:**



This premium training with John Haydon, author of Facebook Marketing for Dummies, will show you how to use Facebook Ads to more deeply engage your supporters, and raise more money.

- Includes: 90 days of access to class recordings, slides, and fundraising email workbook.
- Guarantee: This class has a no-questions-asked, 100% money-back guarantee.

[Click here to view the course description.](#)