

Planning Sheet for Using Facebook Advertising in Your Online Business

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Your Facebook advertising campaign will run smoothly if you plan in advance. This planning worksheet outlines the five steps you want to take before you create your first ad. You can then use this sheet to track your ad's success. It's great for split testing and marketing to several keywords/target markets at once.

What Are Your Goals? What do you want your ad to achieve? For example, if you're launching a new information product you may want to boost traffic to your sales page.

Who is Your Audience? Facebook makes it possible for you to target both keywords and specific audience demographics. Each ad will be created with a unique audience and keywords in mind. Before you create your first ad document who you're targeting with the ad. What keywords are you using?

Create Your Advertisement. In addition to a graphic or image, your ad has 25 characters, including spaces, to capture your audience's attention – your headline. You also have 135 characters to state your promise or offer and your call to action. You can use the space below to jot down your rough copy.

How Much Do You Want to Spend? Create your daily/weekly budget for your ad. Then once you're in Facebook and choosing your budget you'll be able to decide if CPM or CPC is best for

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