THE LIST BUILDER'S COMPLETE CHECKLIST FOR SETTING UP FACEBOOK AND INSTAGRAM ADS FASTER

SHINE *and* SUCCEED

The List Builder's Complete Checklist for Setting Up

Facebook and Instagram Ads Faster

WELCOME!

You took a huge step towards creating a successful online business when you made the decision to start building your email list with Facebook and Instagram ads.

With the ever-changing algorithm, it is now more important than ever that you start using the power of Facebook and Instagram advertising to build your email list. Getting started is key and that is what we are going to help you do with this guide.

Imagine what it will feel like a year from now when you've consistently been building your email list and you have a solid list of people who are ready to buy your online course!

This checklist is designed to help you know what goes into creating a successful Facebook or Instagram ad campaign. Once you have all the pieces together, then start building your campaign inside the Ads Manager.

So block off some time in your calendar, find a quiet space and enjoy learning this new skill that will enable you to build a business that gives you more freedom and allows you to make an impact in other people's lives.

Salome

SHINE and SUCCEED

©SHINE AND SUCCEED PTY LTD. ALL RIGHTS RESERVED

LANDING PAGES

You'll need to create a landing page, opt-in box and a thank you page in your choice of landing page software. Your landing page serves only one purpose and that is to communicate to your ideal customer why they should share their email address with you in exchange for something amazing you're going to give them for free.

Remember to hook your landing page software up to your email customer relationship manager (Mailchimp, ConvertKit, ActiveCampaign etc) to ensure that people get on your list when they opt in for your freebie. Reach out for support from the CRM you've chosen if you need help connecting the technology.

OPT-IN PAGE

- ✓ Your page contains a benefit-driven headline
- ✓ You have an image or video on the page to help your audience "see" what they get and what problem it will solve for them
- ✓ You have 3-5 bullet points that demonstrate the benefits of your freebie
- ✓ Your Call-To-Action button is clear, concise and in a contrasting color to the rest of your page

LEAD BOX

- ✓ Your lead box collects their first name and email address
- ✓ Your lead box is connected to your email service provider where you are collecting email addresses

THANK YOU PAGE

- ✓ Your 'Thank You' page tells them what will happen next and where they will get their freebie

©SHINE AND SUCCEED PTY LTD. ALL RIGHTS RESERVED

PIXELS

Facebook ads work with pixels that are tiny pieces of code that we place on our pages to track the activity of the people who come to our pages. This is important so that we can capture these people in our custom audiences and then later retarget them with new ads.

- ✓ Your base Facebook pixel is on all landing pages
- ✓ You have a Lead Tracking pixel on your 'Thank You' page

CUSTOM CONVERSIONS

Your custom conversion is the thing that indicates to Facebook that someone has opted in for your lead magnet by sharing their email address with you. The way Facebook knows this is because you use the URL of the Thank-You page to set up a custom conversion inside the Ads Manager. Now, anytime someone lands on the Thank-You page, Facebook knows that you got a conversion and can try to find more people like this one for you to grow your email list.

- ✓ You've created the custom conversion using the URL of your 'Thank You' page to track your conversions

SHINE and SUCCEED

©SHINE AND SUCCEED PTY LTD. ALL RIGHTS RESERVED

AUDIENCES

You'll need some "warm" audiences and some "cold" ones to target with your ads.

'Warm' audiences include your email list, your Facebook and Instagram followers and anyone who has engaged with your website. 'Cold' audiences are people you identify through specific targeting.

TARGET AUDIENCES

- ✓ Age, gender, and location of target cold audience identified
- ✓ Interests that you'll target have been identified
- ✓ Warm Audiences you've created:
  - -Facebook engagement 180 days
  - -Instagram engagement 180 days
  - -Website visitors 180 days

Remember to exclude your email list from these ads

SHINE and SUCCEED

©SHINE AND SUCCEED PTY LTD. ALL RIGHTS RESERVED

COPY

Write at least two copy options for your newsfeed ads. One option may be long copy and another could be short copy. Test both.

Write one very clear and concise short copy option for anyone who has been to your landing page but did not opt-in for your freebie. The purpose of this message is to bring them back and remind them to get your freebie.

Write a clear, concise headline for all of your ads.

CONVERSION AD

- ✓ Long Copy
  (TIP: If you plan to use Instagram Newsfeed as a placement option you are limited to 2200 characters in your text)
- ✓ Short Copy

NON-OPT IN RETARGETING ADS

- ✓ Short Copy

©SHINE AND SUCCEED PTY LTD. ALL RIGHTS RESERVED

IMAGES

Create at least two image options for your ads. The purpose of your image is to stop people from scrolling in the newsfeed. In some cases that could be a very bright professionally designed image and in other cases it could be a simple photo of you or your freebie taken with your mobile phone camera. Images that look like organic posts generally perform better than overly designed images.

We use mostly square images because they look good in both the Facebook newsfeed and the Instagram Newsfeed.

CONVERSION ADS

- ✓ At least 3 square image options for Facebook and
- ✓ Instagram Newsfeed
- ✓ Options for Instagram Stories

NON OPT-IN RETARGETING ADS

- ✓ One image for the newsfeeds
- ✓ Image for Instagram Stories

©SHINE AND SUCCEED PTY LTD. ALL RIGHTS RESERVED

VIDEO

Both Facebook and Instagram Newsfeed now allow videos that were recorded in vertical format (think phone not TV). These videos perform better because our Newsfeeds are now designed for vertical videos and images and a vertical video takes up more space in the newsfeed and therefore could have a better chance of being clicked on.

Pay attention to the length restrictions in the different platforms when you record your video so that you know your video will work on each platform

CONVERSION ADS

- ✓ Short and/or long options for Facebook Newsfeed
- ✓ Short option (under 120 seconds) for Instagram Newsfeed
- ✓ Portrait video under 120 seconds for Instagram Stories (15 Seconds is best for Stories)

NON-OPT IN RETARGETING ADS

- ✓ Short option for Facebook and Instagram Newsfeed
- ✓ Portrait video under 15 seconds for Instagram Stories

©SHINE AND SUCCEED PTY LTD. ALL RIGHTS RESERVED

The List Builder's Complete Checklist for Setting Up

Facebook and Instagram Ads Faster

CONGRATULATIONS!

Now that you know exactly what you will need to set up your successful Facebook and Instagram ad, I hope that you feel pumped to get started!

Remember that this was new to everyone who started from scratch and getting good at this will serve you very well going forward in your online business.

You have got this my friend and I cannot wait to see what you create.

Go LISTBUILDER!!

Salome

SHINE and SUCCEED

©SHINE AND SUCCEED PTY LTD. ALL RIGHTS RESERVED