

# HOW TO CREATE A SUPER SUCCESSFUL FACEBOOK AD CAMPAIGN

Hey, it's you again! Welcome back!

This week's blog is about How to Create a Super Successful Facebook Ad, but we bet you're wondering about How to Create a Super Successful Facebook Ad *Campaign*. Wonder no more! This guide is here to walk you through the basics of any successful ad campaign. Feel free to print and fill it out whenever you are working on a new social media advertising campaign.

**CAMPAIGN NAME:** \_\_\_\_\_

**Start Date:** \_\_\_\_\_ **End Date:** \_\_\_\_\_

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

*\*Use this calendar to track the stats for your ad while it runs\**

**What is the *purpose* of my ad campaign? (Call To Action)**

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**Who am I creating this ad for? (Audience)**

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**What goals do I want to reach? By when?**

Date	Specific Goal with Measurable Metrics

**Here are some ad campaign ideas that help me accomplish my goals:**

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**Here are some content ideas: (post type, caption, hashtags, etc.)**

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**I'm going to run my ad from \_\_\_\_\_ to \_\_\_\_\_ at \$ \_\_\_\_\_**

**This is my projected cost: \$ \_\_\_\_\_**

**Task List:**

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