Constant Contact

Facebook Ad Checklist

Creating your first Facebook ad can be a challenge when you're unsure what to do and what information you'll need to set up and run your ad. Follow these steps to connect the necessary accounts within Constant Contact and prepare the content for your first ad.

Before you get started, ensure you have:

☐ An established business page on Facebook (and Instagram if you have both, but a Facebook page is required).

☐ The login information for a Facebook user account that is an admin for that page.

☐ A working payment method (credit card, PayPal, bank debit, etc.)

Now, connect your accounts with Constant Contact:

☐ Connect and log in to your Facebook account
(use the account that is connected to your Facebook business page)

☐ Create a *Facebook ad account* or pick the ad account you want to use

☐ Set up your preferred payment method
(Note: You pay for advertising directly with Facebook. There are no extra fees to use Constant Contact to build and manage your ads.)

☐ Select the Facebook page you want to run the ad on

Bonus: Want to advertise on Instagram too?

☐ [Connect your Instagram account to your Facebook page](#)
(You don't have to have an account to advertise on Instagram)

☐ Don't have an Instagram account but want to advertise there?
Select "Advertise to Instagram using my Facebook page info."

Now, let's set a goal for your first Facebook Ad:

☐ When you want to drive traffic to your site, create brand awareness, or sell your product: Create a Click Ad

☐ When you want to grow your email or contact list and own your audience Create a Lead Ad

Design your ad:

☐ Write the description - 125 character limit

Tips:

☐ Write to your specific audience

☐ Focus on the main thing you want them to know

☐ Clearly explain the value they will receive from clicking on your ad

☐ Choose an image that draws people in

Tips:

☐ Ensure it supports your ad copy and tells a story

☐ Recommended size: 1080 x 1080 pixels

☐ Choose eye-catching and brightly colored imagery

☐ Write your headline - 25 character limit

Tip:

☐ Use a power word to catch their attention

☐ Choose a call to action button that relates to your goal "Learn more," "Book now," "Sign up" etc.

For a Click ad - you need:

☐ Add your webpage URL (Where do people directly need to go to complete the action you want?)

Lead ad - modify the lead form:

☐ Choose the fields of information you want to collect (keep it short and sweet)

☐ Add your website URL

☐ Add a link to your Privacy Policy

Select your audience:

☐ Choose audience type (Custom audience or [Lookalike audience](#)) – find people who are most likely to buy your product, in particular, thinking about the proximity to your business if you don't sell online or require someone to come in person to your business.

Set your budget and schedule your ad to run:

☐ We suggest a total budget of no less than $100 for most businesses to get started

☐ Schedule your ad (If your ad doesn't have a time-sensitive element to it, a good rule of thumb is no more than 6 weeks to start, but less depending on budget.)

Publish your ad

☐ Facebook [reviews your ad](#) (this can take up to 24 hours before your ad is active)

Measure your success:

☐ [View the results of a Facebook & Instagram Ad](#)

☐ [View the results of a Facebook Lead Ad](#)

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