

Fundamentals of Facebook Advertising

10 Point Checklist

Rick Mulready

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**

“Creating your ad strategy really comes down to understanding who your target audience is.”

RICK MULREADY

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Have great intention behind my ads rather than just trying to make people aware of my business.
- Provide a good user experience and great content. People respond better to things that they feel strongly connected to.
- Strategically boost my Facebook posts. Don't boost posts just for the sake of people seeing it.
- Split test campaigns to see what works and what resonates with my audience.
- Create a clear target audience through persona profiling. Think about my niche and describe my perfect customer.
- Segment my audience to tailor my Facebook ad campaigns. The more specific I am at targeting, the better.
- Use a powerful headline to get attention. In 5 words or less, make sure that readers understand the message I'm sending out.
- Attend events such as masterminds, conferences and parties to surround myself with my target audience.
- Monitor my cost per lead. High cost per lead and low conversion rate mean there's something wrong with my campaign.
- Don't forget about video content and utilize Facebook Live. Continue to engage with my audience to let them know that my business is always at their service.