# Fundamentals of Facebook Advertising

#### 10 Point Checklist

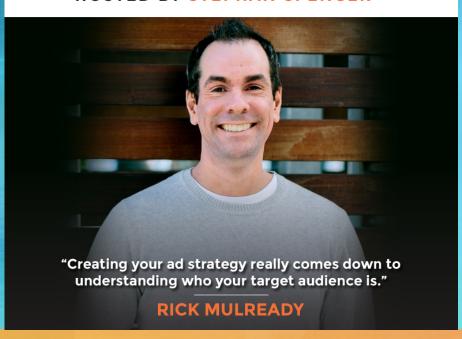
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Want to gain as much knowledge as possible out of Marketing Speak?

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.



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### 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.   |
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| 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. |