

The Past, Present, and Future of Facebook Advertising

10 Point Checklist

Dennis Yu

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**

**"The average person is consuming content
in the mobile newsfeed 40% faster."**

DENNIS YU

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.

- Create a protocol or checklist of strategies. Use this as a universal guide of tried and tested tactics that serve different types of clients.
- Determine the right Facebook ads strategy for different types of clients. Digital marketing is not a one-size-fits-all industry. Make sure that my strategies are well-tailored to suit my client's needs.
- Find the right target audience size. My Facebook ads audience should not be too narrow or too broad. Focus on specific people who are the most likely to respond to ads.
- Don't create too many ads. The Facebook algorithm needs to fully understand my campaigns in order to optimize them.
- Test a couple of different campaigns and see what works best in terms of cost per click and conversions. Keep repeating the best ad for as long as it gets results.
- Use the Facebook pixel on my website to get a more comprehensive view of my website visitors. The more information I have, the better ads I can create.
- Utilize video in my ads. Square, 15-second videos get more views and engagement from viewers.
- Spot a lighthouse client that can be good for my agency. Their authority will help me expand my reach when it comes to networks and potential clients.
- Ask my clients if they want to be a part of one of my agency's case studies. Case studies are great for showing others what my agency is capable of.
- Get a copy of the course, Social Amplification Engine, and start amplifying my Facebook ads skills today.