Checklist

What's Your Objective?

- [ ] Choose your campaign objective.

- [ ] Identify how your objective aligns with your business goals.

Positioning Your Business

- [ ] Identify what makes your business unique among your competitors.

- [ ] Establish the value your business, service, or product offers to your customers.

- [ ] Describe your key messaging for your business, services, or product that you're advertising.

Customer Targeting

- [ ] Identify the type of customer you are targeting in your advertising

- [ ] Name the key characteristics, values, habits, interests, or demographics of your target customer.

Platform Selection

- [ ] Identify where your target customers spend their time online. What social media platforms do they use?

- [ ] Pinpoint which of these platforms and networks you will use to place your ads.

Custom Audiences

- [ ] Create a custom audience based on the information you've identified in your customer targeting.

- [ ] Give your audience an easily identifiable name.

This checklist is designed for generic use as many social media channels offer advertising and each has slightly different campaign requirements.

SOCIAL MEDIA ADVERTISING CAMPAIGN
Checklist

Ad Creative

- [ ] Identify the type of ad you will run.
- [ ] Obtain or create the ad elements you require.
- [ ] Write ad message and accompanying copy.
- [ ] Find or create linked elements.

Campaign Budget

- [ ] Determine what your campaign budget will be.
- [ ] Complete your campaign payment method.

Campaign Schedule

- [ ] Determine when you will deploy your campaign,
- [ ] Determine how long your campaign will run for.
- [ ] Identify any ad delivery time limitations.

Campaign Activation

- [ ] Review campaign, ad sets, and individual ad details in the channel's ad manager.
- [ ] Create and preview ads for each placement.
- [ ] Identify when you will deploy your campaign,
- [ ] Publish campaign.

Campaign Activation

- [ ] Monitor ads thoughout the campaign schedule. Review A/B test results. Update and optimize ads as needed.
- [ ] Measure campaign performance, compare against KPIs and historical data. Record results.

Repeat as necessary for other social media channels or campaign objectives.