

Facebook Campaign Planning Worksheet

Facebook Ad Campaign Structure

Campaign:

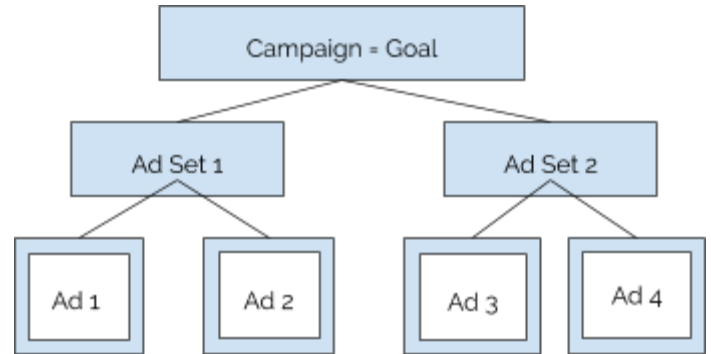
Your Objective & Budget

Ad Sets:

Targeting, Placements

Ads:

Creative (Visual + Text)



Map Out Your Ad Campaign:

Top of Funnel (Cold Audiences)

<p>Campaign: Objective: Budget:</p>
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<p>Ad Set 1: Locations: Demographics: Interests or Behaviors: Placements:</p>	<p>Ad Set 2: Locations: Demographics: Interests or Behaviors: Placements:</p>
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<p>Ad 1: Format: Creative: Copy:</p>	<p>Ad 2: Format: Creative: Copy:</p>	<p>Ad 3: Format: Creative: Copy:</p>	<p>Ad 4: Format: Creative: Copy:</p>
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Custom audience: Facebook's term for people who already have a relationship with your business (also known as a warm audience).

Middle-of-Funnel (Warm/Custom Audiences):

Campaign: Objective: Budget:

Ad Set 1: Locations: Demographics: Interests or Behaviors: Placements:	Ad Set 2: Locations: Demographics: Interests or Behaviors: Placements:
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Ad 1: Format: Creative: Copy:	Ad 2 Format: Creative: Copy:	Ad 3 Format: Creative: Copy:	Ad 4 Format: Creative: Copy:
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Bottom-of-Funnel (Retargeting):

Campaign: Objective: Budget:

Ad Set 1: Locations: Demographics: Interests or Behaviors: Placements:	Ad Set 2: Locations: Demographics: Interests or Behaviors: Placements:
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Ad 1: Format: Creative: Copy:	Ad 2 Format: Creative: Copy:	Ad 3 Format: Creative: Copy:	Ad 4 Format: Creative: Copy:
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