

The Complete Facebook Advertising Checklist

Planning

Duplicate existing campaign, if available.

Determine conversion event (traffic, leads, signups, etc.)

Align with a marketing campaign or company initiative.

Optional: Gather feedback or inputs from relevant departments.

Determine KPIs & success metrics.

Plan out campaign timeline.

Determine audience and targeting.

Set up tracking in Facebook, Google Analytics, and/or HubSpot.

Budgeting

Determine necessary ROI to justify spend.

Set total budget for each campaign.

Determine daily spend breakdown.

Designing & Copywriting

Ideate A/B tests for copy, device type, etc.

Adhere to character limits:

Text: 125 characters

Headline: 25 characters

Link Description: 30 characters

Display URL: 30 characters

Adhere to design specs:

Images: 1200 x 628 pixels

Video: 600 x 315 or 600 x 600 minimum

Carousel Image: 1080 x 1080 pixels

Design GIFs, images, and/or videos.

Optional: Import creative from Excel.

Optional: Save creative assets to Dropbox.

Scheduling

Schedule ad sets in Facebook or your ads management software.

Set minimum time frame for running your test to gather sufficient data.

Schedule daily ad spend.

Monitoring

Monitor campaign in Facebook, Google Analytics, and/or HubSpot regularly.

Note which ad sets are performing well.

Note if Facebook flagged any ad issues.

Optional: Export data for easy analysis.

Pause and/or edit ad contents as needed.

Analyzing

Document and calculate results for:

Budget spent

Achievement of goals/KPIs

Customer lifetime value (LTV)

Return on ad spend (ROAS)

Determine optimal design, copy, and spend for future campaigns.

Optional: Determine which ads should be kept running.

Free Ad Management Software

HubSpot's free ad tracking software allows you to manage your Facebook, Instagram, LinkedIn, and Google ad campaigns – all within HubSpot.

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