

Facebook Ads Strategy Template



Define Your Advertising Goals

What do you want to achieve? Be as specific as possible by creating measurable goals and clarifying the timeline for your Facebook marketing efforts.

Map Out Your Buyer's Journey

How do your customers learn about your business, consider your products or services, and eventually make a purchase decision? Use these steps to develop your conversion funnel.

Get To Know Your Audience

Who is your target audience? What are their demographics and interests? How have they interacted with your business online? Use this data to fine-tune messaging and segments.

Decide on a Facebook Ads Budget

How much will your business allocate to the campaigns? Get a realistic idea of the cost per result by using past campaigns as benchmarks or by running test campaigns.

Write Copy and Design Ad Creatives

What messaging and visuals resonates with your audience? Use A/B testing and built-in optimization tools to simplify the process and improve the outcomes.