

## 1. What are your goals and objectives for creating this Facebook Ad?

- Reaching People Near Your Business
  - Increasing Engagement
  - Increasing Conversions on Your Site and Driving Traffic
  - Generating Leads and Collecting Info
  - Communicating with Potential Customers
  - Promoting Videos and Getting Views
  - Boosting Sales
  - Directing Foot Traffic to Your Physical Store
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## 2. What is your budget?

About Facebook's Daily Budget: It's the average amount you are willing to spend on an ad or campaign every day.

- The minimum amount for a daily budget for gaining impressions and engagement such as clicks is \$1.00/day.

About Facebook's Lifetime Budget: It's the amount you're willing to spend over the entire run-time of your ad or campaign.

What is your current daily budget for this ad? \_\_\_\_\_

What is your current lifetime budget for this ad? \_\_\_\_\_

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## 3. Who is your target audience?

Where do they live? What geographic locations do you want to target? List cities, states, and countries you want your ads to reach.

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How old are they? Select a range between ages 13 to 64+.

\_\_\_\_\_ to \_\_\_\_\_

What generation are they?

[Baby Boomer](#) | [Generation X](#) | [Millennial](#)

Are they male or female?

All | Men | Women

What language do they speak? \_\_\_\_\_

What is their education level?

High School | College | Grad School | Unspecified

What is their current relationship status?

Single | In a Relationship | Engaged | Married | Divorced

Widowed | Unspecified | Other \_\_\_\_\_

Identify 5-10 interests that your customer may like already.

(i.e. health & wellness, technology, hobbies, food & drinks, entertainment, sports & outdoors, or other Facebook pages)

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Identify job titles and industries of potential customers.

(i.e. business owners, journalists, managers, sales directors, etc; healthcare, food & restaurants, legal services, etc)

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