HW MEDIA MANAGEMENT
hwmediamanagement.co.uk

CHECKLIST

Social media ad targeting checklist

- [ ] Write down who buys from you now: age, location, interests
- [ ] Choose one or two demographic filters to start
- [ ] Add one interest or behaviour layer
- [ ] Set exclusions for groups you know won't convert
- [ ] Check the estimated audience size is between ten thousand and a hundred thousand
- [ ] Set a small daily budget to test
- [ ] Launch and let the ad run for at least three days
- [ ] Review who clicked and who converted after the first week
- [ ] Adjust one filter at a time based on the data
- [ ] Duplicate campaigns that work rather than widening the original