CHECKLIST

Social media ad campaign launch checklist

- [ ] Write down the one action you want someone to take
- [ ] Describe who needs to see this ad and why
- [ ] Set a total budget you can spend without immediate returns
- [ ] Prepare all creative assets before opening the ads manager
- [ ] Choose your campaign objective based on that one action
- [ ] Define your audience at ad-set level
- [ ] Upload at least two versions of your ad to test
- [ ] Check performance every few days while the campaign runs
- [ ] Pause what isn't working and shift budget to what is
- [ ] Record what you learned for the next campaign