



Social Media Checklist

All items on this checklist should be completed before your socials are considered optimized.

BASIC SETUP

- Create a Facebook business page using one main Facebook account
- Create an Instagram Account and set it to be a business account
- Create a Facebook Ad Account (both IG & FB are managed in one place)
- Set spending limit and add form of payment
- Connect Facebook Ad Account with Business Page

INSTALL FACEBOOK PIXEL

- Go to your Facebook Pixel tab in Ads Manager and click "Create a Pixel"
- Enter a name for your pixel.
- Click create pixel
- Go to your Facebook Pixel tab in Ad Manager
- Click Action > View Pixel Code. Copy code and then click Done. Go to your website's HTML and paste the code.

CREATE AN AUDIENCE

- Go to your audiences tab in Ads Manager
- Click Create Audience > Custom Audience
- Click the Website Traffic drop-down and select Custom Combination
- Check that Advanced Mode is set to ON
- Choose "All site visitors"
- Click Create Audience, > Lookalike Audience and click 1%

PROMOTE

- Write a blog
- Promote it using the "Engagement" ad type in Ads Manager
- Create videos and promote them with the "Video View" in Ads Manager
- Create a landing page with an offer/lead magnet and promote it via the "Leads" ad type

