



## *Facebook marketing strategy template*

### Step 1: Establish your campaign goals

Brand/product/service being advertised

*What do you want to feature in this ad?*

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Features you want to highlight

*What features do you want to emphasize in this campaign?*

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Campaign objectives

*What action do you want to inspire with this ad?*

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Facebook ad objective

*What Facebook ad objective matches your campaign objective?*

- Awareness**
- Traffic**
- Engagement**
- Leads**
- App Promotion**
- Sales**

### Step 2: Determine your budget

**Spend per month:**

**Spend for this campaign:**

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**Length of campaign:**

Step 3: Identify your audience

*Who is your audience for this campaign?*

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**Customer persona:**

**Funnel stage:**

- Site or app retargeting:**
- Demographic targeting:**
- Behaviour or interest targeting:**
- Custom audience targeting:**

Step 4: Design your ad(s)

*Copy and paste the below table for each ad you want to include in this campaign.*

Facebook ad #1

Placement

*Where will visitors see your ad?*

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Format

*What type of ad will you run?*

- Photo**
- Video**
- Story**

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- Messenger**
- Carousel**
- Slideshow**
- Collection**
- Playable**

Creative concept

*What story are you telling?*

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Design notes

*What design elements could your designer include to align with this concept?*

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Copy notes

*What should your copywriter know to succeed in writing this ad?*

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