

## Campaign Framework Overview

→ MY GOAL

→ CHOOSE YOUR FACEBOOK OBJECTIVE

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Product Catalogues
	- Post Engagement	Store Visits
	- Page Likes	
	- Event Responses	
	App Installs	
	Video Views	
	Lead Generation	

→ **WHAT GOES WHERE**

<b>Campaign Name:</b>		
<b>Target Audience (Adset)</b>		
<b>Daily Budget</b>		
<b>Timeframe/Schedule</b>		
<b>Placement</b>	Mobile News Feed Instagram Instant Articles Audience Network Messenger Desktop News Feed Desktop Right Column	Mobile News Feed Instagram Instant Articles Audience Network Messenger Desktop News Feed Desktop Right Column
<b>Ad Creative (Ad)</b>		
<b>New Advert or Page Post?</b>		
<b>Image selection - upload/library, Image/Video</b>	<b>Image (Upload or Library)</b>	<b>Image (Upload or Library)</b>
<b>Destination URL</b>		
<b>Display URL (optional)</b>		
<b>Text</b>		
<b>Headline</b>		
<b>News Feed Link Description</b>		
<b>Call to action button?</b>		