

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**

Campaign Name:		
Target Audience (Adset)		
Daily Budget		
Timeframe/Schedule		
Placement	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
Ad Creative (Ad)		
New Advert or Page Post?		
Image selection - upload/library, Image/Video	Image (Upload or Library)	Image (Upload or Library)
Destination URL		
Display URL (optional)		
Text		
Headline		
News Feed Link Description		
Call to action button?		