



Facebook Retargeting Campaign Checklist

From: InvestorCarrot

Use this checklist as a guide when creating your Facebook retargeting campaign.

If you have any questions we can be reached at support@oncarrot.com

Checklist - Facebook Retargeting

- Place your audience and conversion pixels on your website
- Create your campaign based on your conversion objective
 - Set your budget (starting out \$5 per day)
- Create an ad set based on your site visitors that have not yet converted (exclude previous lead conversions)
- Create your ads
 - Create two different versions of your copy
 - Create two different images
 - Combine copy+images for 4 total ads
- Let your campaign run so each ad gets to at least 500 impressions (1000 better) before making ad adjustments
- Take the best performing ads and create 2-3 new variations to test

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