

PHASE 1

CONTENT SETUP

1



Select The Product You Want To Promote

2



Create A Piece Of Valuable On Brand Content

3



Create A Complimentary Piece of Gated Content

PHASE 2

CAMPAIGN SETUP

1



Setup Your Pixels & Analytics

2



Set Up Your Website Custom Audiences

3



Create Campaign To Test Promote On Brand Content

4



Create Campaign To Test Promote Call To Action

PHASE 3

SUBMISSION & TESTING

1



Test Your Content Is Working

2



Test Your Pixels

3



Submit Your Campaign To Facebook For Approval

4



Test Your Campaign With A Mock Purchase

PHASE 4

CAMPAIGN LAUNCH

1



Optimise Your Ads

2



Increase Budget On Optimised Ads

3



Repeat Phase Four For Your Call To Action Campaign