CHECKLIST: **CREATE CAMPAIGN**

1. **Choose your objective (Awareness, Consideration, Conversion)**

2. **Name Campaign Name**

3. **Audience Definition**

Choose Custom Audience	Location
Age	Gender
Detailed Targeting	Choosing Placements
Set Budgets	Set Optimization for Ad Delivery
Manual or Automatic	Name Ad Set

4. **Choose Ad Format (carousal, single image, video, slideshow or canvas)**

5. **Add creative (remember only 20% text rule)**

6. **Add tagged URL or UTM**

7. **Add copy**

8. **Choose the Call-to-Action**

9. **Add display link**

10. **Click on pixel tracking**

Additional notes:

1. Create split test audience/copy/creative	2. Optimize based on age, placement	3. Turn on and off ads as one excels against the others