

MODULE 6 PART 2 WORKSHEET: **MARKETING STRATEGY (PAID)**

The best way to get good at Facebook Ads is to create and run them! You will probably want to watch the video at least once before starting to work on your own ads. There are a lot of moving parts but just follow the tutorial, step by step and take breaks in between. This is what you will complete by the end:

1. Open an ads account with Facebook if you don't already have one. As I explain in the video, you may be asked to create a "fake" ad first, just so it will allow you to open the account and get your Facebook Pixel. As soon as the ad is approved, make sure to turn it off so it doesn't actually run!
2. Create your Facebook Pixel.
3. Add your Facebook Pixel to your website using the Pixelyoursite plugin.
4. Research and create customized audiences for your ads.
5. Create your ad campaign, set up your budget and audience in the ad set, and design your actual ad.
6. Decide on the pixel event that will indicate a conversion (for example, "complete registration") and set that pixel on your thank you page (using the Events in Pixelyoursite).
7. Submit your ads for approval so you are ready to go live as soon as you start to promote your Challenge.