

Optimisation d'une campagne Facebook

Create & Launch a campaign

Checklist:

- Value proposition in the text
- Include a clear CTA
- Analytics set up – create objectives
- Create a FB pixel
- Create an audience / remarketing list
- Create notifications in your outlook calendar to check the campaign
- Check if your campaign has an end date
- Create a note in analytics
- Create a notification / Reminder in your calendar to check the campaign regularly and at its end date

Optimization Tipps

1. Use existing posts – it will allow you to gather all the likes and engagement onto one ad.
2. Try to avoid ad fatigue – high frequency destroys your ad quality.
3. Try to create different copies of your ad and run them on different days
4. Run ads on schedule: analyse when they hit the highest performance and run them only when they perform at their best. Option only possible on lifetime budget.
→ Especially useful for remarketing campaigns. frequency tends to be high.
5. Analyse ad placements – (breakdown menu) – if your budget allows- create separate campaigns for different ad placements. Due to auto optimisation your budget will go to the ad placements which works best in Facebook's terms.
6. Test highly different ad placements
7. Choose the right objective from the beginning. Test different objectives for the same campaign – performance may differ – the Facebook algorithm will optimise for your selected goal.
8. Create a funnel. Target people who have already seen your ad with a different message. - Exclude people who have engaged with your ad previously in your acquisition campaign.

Révision #2

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