

MuteSix + OnlyGrowth present

The "Don't Make these Mistakes!" Facebook Campaign Checklist



An easy-to-follow guide for avoiding common Facebook ad mistakes that drain your advertising dollars

On-site

- Not having a mobile-optimized website
- Slow page load times
- Untested email capture pop-ups on page load

Objectives

- Using the "Reach" ad objective
- Running "Conversion" objective ads to remarketing audiences >20,000 in size
- Not running "Conversion" objective ads optimized for "Add to Cart"

Placements

- Including Audience Network. Ever.
- Showing bottom-funnel ads on mobile (people tend to check out on desktop)
- Using long headlines (that get cut off) on mobile/right rail ads

Audience Targeting

- Failing to exclude existing customers in prospecting campaigns
- Not using the Audience Overlap tool (then targeting users in multiple ad sets)
- Not keeping your uploaded email lists updated in Custom Audiences

Ad Content

- Using videos without subtitles in video ads
- Promoting discount codes too high in the funnel
- Not using qualifying questions in your Lead Ads

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Want to learn more about growing your business with Facebook ads?

MuteSix is the premier Facebook advertising agency, earning more Facebook Success Stories in 2016 than any other agency.

You can learn more about running profitable Facebook campaigns on MuteSix's blog and their "Spend \$10K a Day" podcast.

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