

# FACEBOOK ADS CAMPAIGN LAUNCH CHECKLIST

*Discover the steps taken to launch  
six and seven figure Facebook  
campaigns!*

STEVE BRUCE  
AGENCY

# Introduction

Hey it's Steve with Steve Bruce Agency.

Over the last 6 years I've been creating, launching, and scaling Facebook ad campaigns for myself and other business owners. I've spent over 4 million in ad spend with Facebook ads.

I've worked with thousands of ad accounts at this point and learned many things that determine a winning campaign as opposed to a failing campaign.

So I made this checklist to share with you the most important pieces that go into launching a successful Facebook campaign.

I hope you find this guide helpful and I wish you the best of luck in launching your Facebook ad campaigns!

-Steve



# #1 - Data Quality Analysis

The quality of your data (or people in your custom audiences) will determine how good the performance of your campaigns will be. If the majority of your ad spend has gone towards any of the following campaign objectives, then your data quality is probably very low:

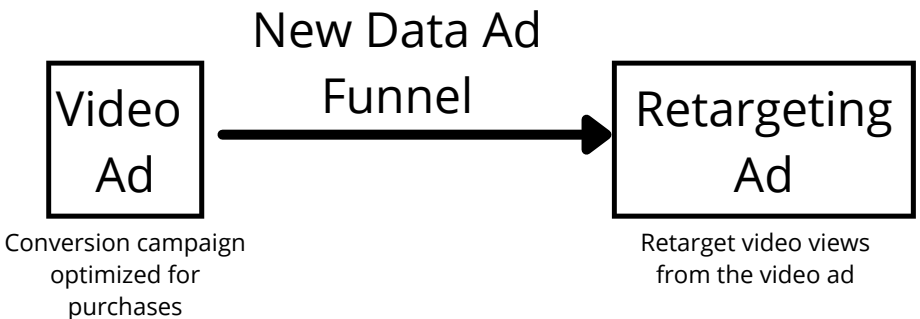
- Traffic
- Engagement
- Brand awareness

The high-quality campaign objectives are

- Conversions (optimized for purchases)
- Catalog sales

If you have a lot of low quality data in the ad account, then you will need to create a new video ad funnel to get new and high-quality data into your ad account.

Here's how it looks:





## #2 - Video Ad To Cold Audience

Video ads are the best type of ads to use for capturing high-quality data into your ad funnel at a very low cost. **Important - you need to set up the campaign correctly to capture high-quality data (more info in another step).**

The script for a Facebook ad video follows these 4 parts:

### 1 - Hook

The hook will be at the very start of the video in order to grab the attention of the viewers. People have a very short attention span on social media so we want to hook them in quickly.

### 2 - Intro

The intro is made to introduce the brand or to answer the question asked from the hook section.

### 3 - Brand/Product Description

The description is made to tell the main reasons that makes the brand or product great, why someone should buy from your store, and what the target demographic achieves when they buy from your store.

### 4 - Call To Action

The call to action is what wraps up the video and tells the viewer what to do to learn more about the brand. Some of these don't need any alternating to the way they are right now. For those lines you can just add "use this one" on the answer section below it, or add a slightly modified version of it.

To see this script in action, scan the QR code below for a Google drive folder with great examples.

Facebook Video  
Ad Examples





## #3 - Create Ad Bank

In your ad account, you want to have a place where all of your ads are located so that you can easily find all of your ads when creating new campaigns.

The biggest benefit of having a place where all of your ads are is that you can have your post ID's for your ads. When you copy a post ID into a new ad, it keeps all of your engagement and social proof.

Here are the steps to take to have an ads bank

1. Create a campaign named "Ad Bank"
2. Create an ad set with a description of the types of ads (you can separate by offer, product, or media type)
3. Set the ad set budget to \$1/day (this is just in case the campaign is accidentally activated)
4. Turn off the ad set
5. Name the ad with the following information - ad copy variation, product or offer description, media description, media type, post ID

To find your post ID for the ad, do a Google search for "Facebook ad find post ID" or something similar. There are possibly YouTube tutorial videos as well that are very easy to follow.

When you have your post ID and are creating a live campaign, put the post ID in this section in the ad in the screenshot below:

The screenshot shows the Facebook Ad setup interface. At the top, there is a dropdown menu labeled "Ad setup" with the option "Use existing post" selected. Below this is the "Ad creative" section, which includes instructions: "Select the media, text, and destination for your ad. You can also customize your media and text for each placement." and a link to "Learn more". There are two buttons: "Select post" and "+ Create post". A blue error message box states: "A post is required. Select or create a post to publish." At the bottom of the form, there is a red-bordered input field labeled "Enter post ID".



## #4 - Custom Audiences

If the majority of your ad spend has gone towards high-quality data, then you have a lot of custom audiences with high-quality data that you can use for your nurturing campaign.

Here are the custom audiences to create:

- 3 Second Video Views (the video ad that is capturing high-quality data)
- Instagram page engagement
- Facebook page engagement
- All pixel events (one event per custom audience) \*

\* With the iOS 14 update, we have lost a lot of access to data on the pixel (website visitors, add to cart, purchases, etc.). I recommend creating the top 1-3 largest of those audiences as most of them will probably be too small to profitably run ads towards.





## #5 - Capture Campaign

A capture campaign is made to capture data that grows your custom audiences. The most important part of this campaign is that it must be configured to capture not just any data, but high-quality data.

Here are the requirements for this campaign:

- ABO or CBO - either can work, depends on ad account behavior
- Set campaign objective to be conversions optimized for the purchase event.
- If using interests for targeting, use the most relevant interests to your brand or interests that have worked well in the past.
- Exclude 3 second video views custom audience.

What this campaign will do is grow your video views custom audience at a very low cost. The exclusions being added will force Facebook to keep finding new people to add into your custom audience.

The screenshot below will show you a capture campaign that is capturing high-quality data at only \$0.06 each! And has captured over 16,000 high-quality people into our custom audience.

High-Quality  
Data  
Captured  
@ \$0.06 Each

3-second video plays	Cost per 3-second video plays
1,795	\$0.05
2,094	\$0.05
308	\$0.06
6,089	\$0.06
500	\$0.06
4,144	\$0.07
<b>16,526</b> Total	<b>\$0.06</b> Per Action



## #6 - Nurture Campaign

This campaign is what most would consider a "retargeting" campaign. However, the difference with this one is that we aren't trying to target anybody with a hard discount code or force the sale. We want to nurture the data with a quality variety of ads and angles that will encourage people to make a purchase.

Here is how to set up the nurture campaign

- Create a CBO campaign
- Each ad set will have 1 custom audience
- Do NOT exclude purchasers\*
- In each ad set, include your best performing ads (images, videos, carousels, etc.)

\* The reason you do not want to exclude purchasers is because one of the best types of social proof you can get on a Facebook ad is a happy customer commenting on the ad.

Below is a screenshot showing how much improvement can be made when you create a proper capture & nurture campaign. After the first week, the new campaigns outperformed the old campaigns by 2-3x.

The campaign circled in red are old campaigns that this client made before working with me and the capture & nurture campaign is in green.

Off / On	Cam	Cost per result	Website purchases	Amount spent	Purchases conversion value	Website purchase ROAS (return...
<input checked="" type="checkbox"/>	01/...	\$30.46 <sup>10</sup> Per Purchase	9 <sup>10</sup>	\$274.17	\$555.82 <sup>10</sup>	2.32 <sup>10</sup>
<input checked="" type="checkbox"/>	01/...	\$39.46 <sup>10</sup> Per Purchase	7 <sup>10</sup>	\$276.21	\$565.60 <sup>10</sup>	2.05 <sup>10</sup>
<input checked="" type="checkbox"/>	Pro...	\$130.23 <sup>10</sup> Per Purchase	1 <sup>10</sup>	\$130.23	\$51.20 <sup>10</sup>	0.39 <sup>10</sup>
<input checked="" type="checkbox"/>	Ret...	\$71.91 <sup>10</sup> Per Purchase	9 <sup>10</sup>	\$647.59	\$177.90 <sup>10</sup>	1.51 <sup>10</sup>
<input checked="" type="checkbox"/>	Pro...	\$46.54 <sup>10</sup> Per Purchase	7 <sup>10</sup>	\$325.79	\$244.28 <sup>10</sup>	0.75 <sup>10</sup>





## #7 - Set Campaign Budgets

The two campaigns that have been created (capture & nurture) need to have the right budget distribution for optimal performance. However, there are many factors that will determine what the right amount of budget for each campaign is.

- The quality of the custom audiences
- Number of purchases on the pixel
- Size of the custom audiences
- Size of the target demographic

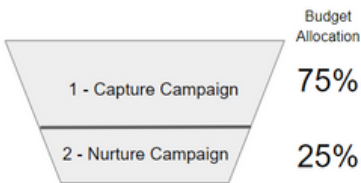
What I do for each initial campaign launch is the following

1. Determine total daily ad budget
2. Allocate between 60-80% towards the capture campaign
3. Allocate between 20-40% towards the nurture campaign

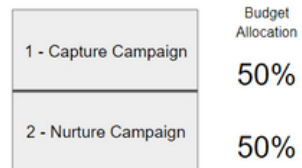
So for a \$100/day budget, I would do about \$75/day towards the capture campaign and \$25/day towards the nurture campaign.

After a week or two of results, I will analyze the performance. Ideally we want to increase the budget for the nurture campaign to where the spend is higher than the capture campaign. If the nurture campaign has a very high return on ad spend and is getting conversions at a low cost, then there is probably room to scale that campaign higher. Then I might do a 50/50 split of budget between capture and nurture.

### Launch Budget Allocation



### Optimized Budget Allocation





## #8 - Schedule Launch

Launch both capture and nurture campaigns to run at the same day and time. Some people may think they need to build up data before running a remarketing campaign. However, with the way the data is captured at a very fast rate, your custom audiences will be large enough to retarget almost immediately.

If the ads you created are for long-term advertising (i.e. are not for a limited time sale or discount that lasts a day or two) then you want to launch the campaigns on Monday in the early hours of the day for the ad account's time zone. Somewhere between 12 and 8am will suffice.

The reason you want to launch on Monday is because this will allow for as many "normal days" in a row as possible which will help the first few days of the campaign doing automatic optimizing.

Normal days are the days throughout the week where people's behavior is very similar. Wake up in the morning, go to work, and go home at the end of the day. Facebook will optimize based on this behavior and learn what types of criteria in people to show ads to based on their engagement with the ads.

If you were to launch an ad on Thursday, the first day would be a normal day. The second day, Friday, would have a lot of people taking a half day at work, and then Saturday they sleep in and stay home. A lot of variance for the first few days of campaign launch that makes it difficult for Facebook to optimize and figure out how to run the campaigns.



# The Checklist



**#1 - Data Quality Analysis**



**#2 - Video Ad To Cold Audience**



**#3 - Create Ad Bank**



**#4 - Custom Audiences**



**#5 - Capture Campaign**



**#6 - Nurture Campaign**



**#7 - Set Campaign Budgets**



**#8 - Schedule Launch**

# What's Next?

This is the 8 step Facebook Ads Campaign Launch method that I've used to scale many online businesses to 6-figure and even as high as 7-figures over the last 18 months.

I hope that this checklist will equip you to have the confidence and control that you need to launch successful Facebook campaigns.

This framework takes all of the guesswork out of setting up and launching Facebook campaigns.

If you'd like to speak with me about customizing this checklist and strategy into your business, then I'd love to talk to you. My goal is to figure out what areas you need help in and point you in the right direction.

If you'd like to set up a Facebook Ads Strategy Call with me, follow the URL below to do that:

[www.SteveBruceAgency.com/Apply](http://www.SteveBruceAgency.com/Apply)



Hope to speak to you soon!

-Steve

