

# Facebook Ads Planning Tool

## Step 1: Make a Plan

<i>What is your goal?</i> <i>How will you know if you've been successful?</i>	
<i>What's my attractive offer?</i> <i>What's the incentive for people to click on your advert?</i>	

## Step 2: Targeting your audience

<i>What does your ideal customer look like?</i> <i>Age, Location, Gender, Interests.</i>	
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## Step 3: Set your Budget

<i>What's your maximum daily spend?</i> <i>What % of your marketing budget are you investing?</i>	
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## Step 4: Creating your Ad

<i>Visuals</i>	
<i>Headline</i>	
<i>Call to Action</i>	

## Step 5: Review & Tweak

<i>Make notes on images/text which seem most effective from your testing.</i>	
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