



FACEBOOK AD

BUILD SHEET

OBJECTIVE	<i>Example: Brand Awareness/Other</i>		
AD TEXT	<i>Example: Hi New Orleans! I'm Joe Smith of Smith's Tire and Auto Repair. You'll love the new Spring special we have for you.</i>		
CREATIVE	<i>Example: Carousel, use images from the website</i>		
HEADLINE	<i>Example: Spring Special - 25% Off Any Brake Package, Includes Lifetime Warranty</i>		
LINK DESCRIPTION	<i>Example: Click the link to learn more. This is a limited time offer.</i>		
DESTINATION URL	<i>Example: www.smithtireandauto.com</i>		
BUTTON	<i>Learn More</i>	CAMPAIGN NAME	<i>Example: Auto Shop - Brand Awareness</i>
AD SET NAME	<i>Example: 1/2019 > Visited Website > Men & Women 25-54 > New Orleans Targeting</i>		
BUDGET	<i>Example: \$5 per day</i>	AUDIENCE	<i>Example: Viewed Pixel Last 90 Days</i>

EXAMPLE NOTE: You can use this ad template for most of your ad builds.

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