

FACEBOOK AD

WIREFRAME WORKSHEET

Name your ad:

What objective are you choosing?

- | | | |
|--|--|--|
| <input type="checkbox"/> Brand Awareness | <input type="checkbox"/> Engagement | <input type="checkbox"/> Lead Generation |
| <input type="checkbox"/> Reach | <input type="checkbox"/> Page Likes | <input type="checkbox"/> Conversions |
| <input type="checkbox"/> Traffic | <input type="checkbox"/> Event Response | <input type="checkbox"/> Store Visits |
| <input type="checkbox"/> Video Views | <input type="checkbox"/> Post Engagement | <input type="checkbox"/> Messages |

Headline (max 40 characters):

Primary Text:

Image(s)/Video (describe or draw):

What is the desired outcome of this ad?

Who are you marketing to? Define your audience. (Saved? Custom? Lookalike?)

Who are you targeting?

- Men Women Both

Age:

From:

To:

What geographic area are you targeting (zip code, city, radius)?

What is your budget for this ad?

\$

Daily

Lifetime

What is your special offer?

What is your call to action?

What is the desired outcome of this?