

# Facebook Campaign Setup



**Ad Account Name:**

**Campaign name: (Name | Campaign Type | Date)**

**Campaign objective: (Conversion, lead ad, traffic, video views, engagement etc)**

**Ad set audiences: ( Name | Country| | Audience eg AUS-COLD)**

**Exclude audiences:**

**Budget (CBO/ABO)**

**Placements (eg: FB newsfeed, instagram etc)**

# Facebook Campaign Setup



**Ads: ( IMAGE A | TEXT 1 )**

**Creative:**

**Funnel link/ Form Links:**

**Pixels:**