

Webinar 3 - Implementation Checklist

Facebook Advertising Basics

- ☐ Understand the differences between boost posts, ads manager, power editor and business manager
- ☐ Understand the different campaign objectives and when to use them
- ☐ Understand the differences between campaigns, ad sets, and adverts
- ☐ Understand the differences between carousel, image, video, slideshow and canvas adverts
- ☐ Set up business location if you have multiple stores
- ☐ Set up product catalog if you have an online store
- ☐ Integrate your app if applicable
- ☐ Read through Facebook advertising policies
- ☐ Test some of the different advert & campaign types