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

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