

# S.T.E.P. Facebook Campaign Checklist

## Your Campaign Goal:

- Send people to landing page or website
- Increase Conversions (on landing page or website)
- Increase attendance at your event
- Get people to claim your offer
- Boost FB post
- Promote FB page

Which websites and blogs do they frequent? \_\_\_\_\_

Where do they live? \_\_\_\_\_

What does your offer solve? \_\_\_\_\_

What's UNIQUE about this group? \_\_\_\_\_

## Targeting Planning\*

Who are the authority figures, leaders, or big brands in this niche?

Which Events, Meetups, Festivals, etc they attend? \_\_\_\_\_

What do they read? (magazines, blogs, books, newspapers)

\* Hint: use your ideal client profile worksheet for this