

# Facebook Ad Information Worksheet

To get the best results from your Facebook Ad you need to have a clear understanding of the outcome and your target market.

## OUTCOME

List the outcome below that you desire from your Facebook Ad

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## DETERMINE YOUR TARGET MARKET

List below everything you know about your ideal client

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## LOCATION

List all areas, suburbs, towns that you want to target

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## AD INFORMATION

Write content for your ad

**HEADLINE:** Approximately 25 characters

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**NEWS FEED LINK:** – Approximately 90 characters

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**TEXT:** – Approximately 250 characters

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**BUDGET:** Write down how much you want to spend

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Now it's time to place your Facebook Ad! Good Luck!!