

Now that we've walked through the main elements of Meta Business Suite – and covered off creating your own business account, let's put that into action.

**FIRST OF ALL, A QUICK CHECKLIST:**

1. Have you set up your business account?

Yes       No

2. Have you connected your Facebook page to this Business Account?

Yes       No

3. Have you connected your Instagram to this Business Account?

Yes       No

4. Have you connected an Ad Account?

Yes       No

5. Have you added in a payment method? (Credit Card)

Yes       No

6. Have you found your Facebook Pixel and added it successfully to your website code?

Yes       No

7. If you have a team, have you added them to the Business Manager and Ad Account?

Yes       No



Now that you have the basics sorted we can look towards your first campaign!

What will the goal of your first campaign be?

- Awareness    Traffic    Engagement    Leads    App Promotion    Sales

What will the hero product / service / message of your first campaign be?

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Thinking about your first campaign, what other ad campaigns have you seen recently that you'd like to use as inspiration?

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What about the campaign you saw made you like it?

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How could you incorporate this element into your own campaign?

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