



Looking at the goals available to us, we're going to design a brief for each ad goal, so that as you begin your journey into paid advertising, you've got some idea of what goal to use, and when!

Awareness – these are ads designed to get your message in front of as many people who will remember your ad as possible. Think brand awareness, video views, and that quantity approach to reach.

What message would your business want to get out in front of thousands of people?

How would you design that message? Would you use video, an infographic, or an image?

There are a lot of reasons to run awareness campaigns, to show off a new product, to highlight a great success of the business, what would the goal of this awareness campaigns be?

Traffic – this is an ad goal designed for link clicks and landing page views. Getting people to head to your website can be useful for any number of reasons, but we're going to get specific and targeted with goals now.

Where would you like to send people on your website?



What is the purpose of that page?

What would be the ideal result of all this traffic? Sales? Email sign ups? Enquiries?

Engagement – Engagement ads are designed to reach people who will likely engage with your ads, whether this is by watching your videos, sending you messages, or commenting.

Which sort of engagement are you interested in?

- Likes Shares Comments Conversations Video Views Messages

With that engagement type in mind – what is your goal for this engagement type? It could be 100 message enquiries, or 1,000 likes on your product launch post.

Thinking about this engagement, what is the long-term goal you hope to achieve by driving up engagement?

Leads – Lead Gen ads are used to collect certified leads for your business. A new feature of Lead Gen ads is Instant Forms, so let's create an Instant Form together.

What product or service will you be generating leads for?



What information would you like to acquire?

- Phone Number
- Email
- Name
- Address

What will your next step be after receiving the lead?

- Emailing
- Calling

Do you have a CRM to link to the Instant Form? (This will be helpful in automating your communications pipeline, but is not necessary).

- Yes
- No

Sales – This one’s pretty simple, we’re looking for sales here, the pointy end of the funnel – conversions.

What product / service will you be promoting?

What is the unique selling point of the product / service?

What content could you use to compliment and generate interest in the product / service?

What is your goal amount of conversions?

What other metrics will be important to success here?
