The 5 Day Facebook Ad Launch Plan By 🔏 🖸 Campaign Conversions 1 Offer/Objective Adset **Device Types** Mobile & Desktop (Unless Valid Reason) **Placements** Facebook - News Feed (Unless Valid Reason) Conversion Lead OR Purchase (May Be Something Else) **Budget & Schedule** \$5 Per Day Per Ad **Lookalike Audience Saved Audience** (Hyper Targeted) (Precise) (ONLY IF > 500 Conversions) **Optimization & Delivery** Conversions **Something Sucks** Adjust Your Offer, Squeeze Page, Ads Sales Page, Landing Page, etc. (Between 2-6) And, Start Over Wait 3 Days No Did Any Kill All Ads & Did Any No Wait 3 Days Conversions **Create New Ones** Conversions Take Place? (Between 2-6) **Take Place?** Yes Yes Kill Bottom 50% Of Ads Wait 2 Days **Run Breakdown Reports** (1) Device/Placement (2) Age (2) Gender (3) Location Pause Ad Set Create & Launch New Ad Set **Using Top Performing Ads AND Optimized Audience/Targeting**