

**Advertising Checklist**

 **1. What are you trying to achieve with your advert?**

* E.g. website visitors, more awareness, engagement, bookings etc.

**2. Who are you targeting?**

* E.g. age, location, interests

**3. Which platforms are you going to advertise on?**

* E.g. Facebook, Instagram, TikTok etc.

**4. Have you decided on a budget?**

* + Is this a lifetime budget or a daily budget?

**5. What is your ad creative going to be?**

* E.g. imagery, graphics, video
* E.g. single image, carousel, slideshow, video

**6. Where will your ad take the customer?**

* E.g. to a bookings landing page on your website
* Have you optimised your landing page?

**7. Have you set up tracking and analytics?**

* + How are you going to monitor and track your ad campaign?
	+ What engagement metrics are you going to monitor? E.g. impressions, Click through rate, conversion rate, cost per click

**8. Once the campaign has launched, how are they performing?**

* + Are the ads performing as expected?
	+ Are there any initial trends in performance? E.g. one format is performing better than another

**9. From the analysis is there anything that can be optimised during the campaign?**

* + Is there a certain audience segment that is engaging more with the ad and targeting can be refined?
	+ Should budget allocation be adjusted if one ad format is performing well?

 **10. Once the campaign has ended, how successful was it?**

* + Did the campaign meet the objectives?
	+ What were the standout performance metrics?
	+ Which ads performed the best?
	+ How did the landing page perform?
	+ What should be done differently next time?