A black and blue logo with a star

Description automatically generated

**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?