

# Checklist!

## FB ADVERTISING SUCCESS

- Know your "cost per acquisition" target
- Select the "housing" Special Ad Category
- Target budget daily or monthly for Facebook Ads
- Base Facebook pixel installed on all websites
- Custom/Saved audiences prepared for retargeting (optional)
- Link ready for funnel/website
- Have your sets of creative ready if you're doing A/B testing
- Have your sets of ad copy ready to copy and paste
- Video(s)/Copy for retargeting custom audiences

