



Checklist 17 - Facebook Ads Product Launch

Project

Date:

Name:

PART 1 - RETARGETING PIXEL PLACEMENT

		Yes	No
1	Place the FB Pixel on the sales page to retarget people who did not purchase.	☐	☐
2	Place the FB Pixel on the early bird page to retarget everyone once live.	☐	☐
3	Place the FB Pixel on the JV page to retarget affiliates reminding them of the launch.	☐	☐
4	Place the FB Pixel on the front end download page to exclude people who purchased.	☐	☐
5	Place the FB Pixel on the OTO download page to exclude people who purchased.	☐	☐
6	Place the FB Pixel and Conversion Tracking (Leads) on the early bird thank you page.	☐	☐

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|---|--|--------------------------|--------------------------|
| 7 | Place the FB Pixel and Conversion Tracking (Purchases) on the product thank you pages including front end, and all upsells. Place the correct sale amount in the code. | ☐ | ☐ |
| 8 | Place the FB Pixel on the sales page to retarget people to did not purchase. | ☐ | ☐ |

PART 2 - FB CUSTOM AUDIENCE

- | | | Yes | No |
|---|---|--------------------------|--------------------------|
| 1 | Create a FB Custom Audience for anyone who visited the early bird page. | ☐ | ☐ |
| 2 | Create a FB Custom Audience for anyone who visited the early bird thank you page. | ☐ | ☐ |
| 3 | Create a FB Custom Audience for anyone who visited the sales page. | ☐ | ☐ |

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| 4 | Create a FB Custom Audience for anyone who visited the upsell sales page. | ☐ | ☐ |
| 5 | Create a FB Custom Audience for anyone who visited the frontend download. | ☐ | ☐ |
| 6 | Create a FB Custom Audience for anyone who visited the upsell download page | ☐ | ☐ |
| 7 | Create a FB Custom Audience for anyone who clicked your lead ads and did not optin. | ☐ | ☐ |
| 8 | Create a FB Custom Audience for anyone who watched your videos. | ☐ | ☐ |

PART 3 - JV ADS

- | | | Yes | No |
|---|--|--------------------------|--------------------------|
| 1 | Run FB Video Ads to your affiliates 3 weeks before launch on a \$5/day budget. | ☐ | ☐ |
| 2 | Run FB Image Ads to your JV Page 2 weeks before launch on a \$5/day budget. | ☐ | ☐ |
| 3 | Change the image ad 48 hours before launch reminding them how close to launch. | ☐ | ☐ |

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4 Once live run ads to your affiliates letting them know launch is live. ☐ ☐

5 48 hours before launch ends change your ads informing affiliates about closing. ☐ ☐

PART 4 - EARLY BIRD ADS

Yes No

1 Setup ads retargeting previous website visitors promoting your early bird page. ☐ ☐

2 Setup ads targeting relevant interests promoting your early bird page. ☐ ☐

3 Test Video ads for exposure and track the audience size you are building. ☐ ☐

4 Test Video Leads ads to people onto your list without using the earlybird page. ☐ ☐

5 Test Image Leads ads to people onto your list without using the earlybird page. ☐ ☐

6 Test Website Traffic Vs. Optimize For Conversions Ads advertising your early bird page. ☐ ☐

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PART 5 - SALES PAGE ADS

		Yes	No
1	Check the your sales page is 100% Facebook Ads Compliant.	☐	☐
2	Before launch check that your ads will be approved. (Schedule all ads in advance)	☐	☐
3	Once live retarget earlybird traffic with a ads letting them know the product is live.	☐	☐
4	Retarget all sales page visitors from day 1 with a message reminding them about the product and special pricing. Eg. "Thanks for visiting. You forgot something."	☐	☐
5	When retargeting split test different headlines for better results. Try different angles.	☐	☐
6	On the 2nd last day of launch add urgency to your ads and continue to retarget.	☐	☐
7	On the last day of launch increase you ad bid and daily budgets if required and update ads with "Last Chance" reminders.	☐	☐

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PART 6 - POST LAUNCH ADS

		Yes	No
1	Retarget all customers to any bonus webinar you are holding	☐	☐
2	Retarget all customers to purchase the upsells excluding the customers who did.	☐	☐
3	Retarget all customers to any other offers you are selling like eg. membership sites.	☐	☐
4	Retarget all website visitors to other offers, squeeze pages, trials, etc (90% never purchased but you can still retarget them, collect the leads or sell something sell).	☐	☐

Notes