



FACEBOOK REMARKETING

M a d e E a s y

CHEAT SHEET

**Skyrocket Your Business Success
with our Latest Facebook
Remarketing Strategies**



Mark every step of the process as you do them. That will help you to keep track of everything you need to do. Include additional steps if necessary.

1. ☐ **Create the Audience**

- ✓ Data File Custom Audience
 - Emails
 - User IDs
 - Phone Numbers
 - Mobile Advertiser IDs
- ✓ MailChimp Custom Audience
 - Login to MailChimp from FB
- ✓ Custom Audience from your Mobile App
 - [Learn More](#)
- ✓ Custom Audience from your Website
 - Install Tracking Pixel Code
 - Immediately before </head>
- ✓ Create Lookalike Audience
 - Minimum 100 people on Country

2. ☐ **Creating the Ad**

- ✓ What kind of results?
 - Think on your Custom Audience
 - Upsell Offer
 - Special Promotion
- ✓ Images
 - Use proven to convert ones
 - Think on your offer too
 - Use your Product Image
- ✓ Text and Links
 - Use proven to convert ones
 - Think on your offer too
 - They already know you
- ✓ Audience
 - You can segment them
 - You can hold special offers by country
- ✓ Campaign, Ad Set, Bidding and Pricing
 - Optimize for Clicks
 - Manually set your bid

3. ☐ **Tracking and Optimizing**

- ✓ Track CTR
- ✓ Create Variations
- ✓ Optimize