

48 HOUR CHECKLIST

Easy and quick wins you can make in your Facebook account and business to improve your ROI.



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Complete all these tasks to start seeing an improvement in your website and Facebook Ad account ROI within 48 hours!

- ☐ Set up abandon cart campaigns on Facebook and in your email service provider (E.g. Mailchimp).
- ☐ Use dark posts instead of ads in your Facebook campaigns.
- ☐ Start using videos that are square instead of rectangle.
- ☐ Use conversion optimized campaigns only.
- ☐ Use the breakdown optimization per campaign. Get rid of age, placement, and regions that have a low ROAS.
- ☐ Optimize by Ad, then Ad Set.
- ☐ Start using top of the funnel campaigns for volume.
- ☐ Start using contests or quizzes as your top of the funnel campaign.
- ☐ Choose a good/unique prize for your contests, it will attract better leads.
- ☐ Use contest bonus actions to get people to share your content.



Thank you for reading!

If you are looking for more information, head over to TopGrowthMarketing.com or email us at hi@topgrowthmarketing.com