

How to Properly Advertise Your Video on Facebook®

1. You need to make sure you have a Facebook _____ setup first.
2. The 4 most important audiences you must initially set up are:
 - a. _____ traffic
 - b. _____ list
 - c. _____ views
 - d. _____ engagement
3. Put the _____ on all your websites.
 - a. Use the _____ to validate your implementation to make sure it's installed properly (and the right one)
4. You will then create a Campaign optimized for _____.
5. The whole goal of your Facebook advertising - at first – is for _____.
6. You measure this with a _____ which is a view 15+ seconds.
7. If videos are related for Credit, Employment, or Housing you must choose _____ or else your videos/ads won't run.
8. The Ad Group is always the intended _____ of your ads.
9. Set your location to _____.
10. We recommend an initial budget of _____ a day.

11. Make sure you set an _____ on all your ads so Facebook does not bill you forever.
12. Name the ad the _____ of your video.
13. Make sure you select the correct _____ page and _____ account!
14. Upload your video, or crop it, ideally with a _____ aspect ratio sized _____ x _____ pixels (not required).
15. Order a caption file from _____ (optional).
16. Keep your Primary Text under _____ characters.
 - a. It should be the _____ of your video.
17. Keep your Headline under _____ characters.
18. Keep your Description _____; everything should format for mobile.
19. When people click your ad, send them to your _____.
20. Update the Call to Action Button to _____.
21. Your Campaign will always stay the same, your Ad Group will always stay the same, the only thing that will change are your _____ themselves.
22. Keep the _____ of your ads under _____ a month.
23. Create a second Campaign and run _____ to people who watch your videos for low-cost lead generation.