

Facebook Ads Checklist 2025

Quick Step-by-Step Guide

1 Create a New Ad Campaign

- Go to **Ads Manager**
- Click **Create**

2 Pick Your Campaign Objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

3 Set Your Budget & Duration

- Daily
- Lifetime

4 Build Your Target Audience

- Core (interest tagging)
- Custom
- Lookalike

5 Choose Your Ad Type

- Image
- Video
- Slideshow
- Carousel
- Collection

6 Create Your Ad

- Keep ad copy short
- Try A/B testing
- Use available tools
 - Generative AI
 - Automated recommendations
 - Dynamic content delivery
 - Audience insights

7 Launch Your Ad

- Click **Publish**
- Allow Facebook to review