What is My Facebook Campaign Objective

Traffic on their Website

Does the client care about traffic on their website?

Yes → **Measurable Action**

No → **Engagement**

Measurable Action

Does the client want the consumer to take measurable action on the page?

Yes → **Action. Form or Search?**

No → **Website Traffic**

Action. Form or Search?

Is the action to fill out a form or do a home search? (usually a GA measured goal)

Yes → **Conversion Ads**

Website Traffic

Landing Page Views (Optimize for peope to land on website)

Conversion Ads

Fill out a form of some kind

Engagement

Does the client want engagement on their post, video, or event RSVP?

No → **Capture Leads**

Yes → **Engagement**

Engagement

Likes, Comments and Shares, etc.

Alternate Path → **Maximize Views**

Maximize Views

Is the post a video and they want to maximize video views?

Yes → **Video Views**

Video Views

Watch the video for 2 or 10 seconds

Capture Leads

Does the client want to capture leads on Facebook?

No → **Brand Awareness**

Yes → **Lead Generation**

Brand Awareness

Inexpensive Reach, but less measurable results

Lead Generation

Facebook Lead Capture

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