

Facebook Advertising Strategy Document Sample (Small Business)

1. Business Overview

Business Name: [Your Small Business Name]
Industry: [e.g. Retail, Services, Food & Beverage]
Location: [City, State]
Website: [www.yourwebsite.com]

Objective: Outline a Facebook advertising strategy to increase brand awareness, drive website traffic, and generate leads/sales for [Your Small Business Name].

2. Goals & KPIs

Goal	Key Metric (KPI)	Target
Increase Page Followers	Followers	+500 in 3 months
Boost Website Visits	Clicks to Website	+1,500/month
Generate Leads/Sales	Leads/Sales from Facebook	+30/month

3. Target Audience

- **Location:** [City, Local Area, or Region]
- **Age:** [e.g. 25-50 years old]
- **Gender:** [e.g. All, Female, Male]
- **Interests:** [e.g. Home Decor, Fitness, Coffee, Small Business]
- **Behaviors:** Frequent online shoppers, Page followers, Engaged with similar brands

Custom Audiences: Website visitors, Existing customers email list

Lookalike Audiences: Based on existing customer lists or page engagers

4. Creative & Messaging

Ad Format

- Image Ads (product images, service highlights)
- Video Ads (short brand intro, product demos)
- Carousel (multiple products/services)

Messaging Themes

- Brand story & introduction
- Showcase special offers or discounts
- Testimonials or customer reviews
- Invitation to visit website/shop now

Call-to-Action Examples

- Shop Now
- Learn More
- Get Offer

- [Contact Us](#)

5. Budget & Timeline

- **Monthly Budget:** \$200â€“\$1,000 (adjustable)
- **Daily Spend:** \$7â€“\$35
- **Campaign Duration:** 3 months (primary test phase)

6. Campaign Structure

1. **Brand Awareness Campaign:** Target local audiences, drive page likes
2. **Traffic Campaign:** Send users to key landing pages or store
3. **Lead Generation/Sales Campaign:** Retarget website visitors and existing followers for conversions

7. Measurement & Optimization

- Monitor KPIs weekly via Facebook Ads Manager
- Test different creatives, formats, and audience segments (A/B testing)
- Pause underperforming ads, reallocate budget to high-performing segments
- Adjust targeting and spend based on real-time results

8. Next Steps

- Finalize creative assets (images, copy, videos)
- Set up Facebook Pixel on website
- Launch test campaigns
- Review performance data after 2 weeks for adjustments

Prepared by: [Your Name or Agency]

Date: [MM/DD/YYYY]