

# FACEBOOK CAMPAIGN TEMPLATE

RUN + TRACK YOUR OWN FACEBOOK CAMPAIGN

## *Before the Campaign:*

CAMPAIGN TITLE: \_\_\_\_\_

CAMPAIGN START DATE: \_\_\_\_\_ CAMPAIGN END DATE: \_\_\_\_\_

CAMPAIGN BUDGET: \_\_\_\_\_ TYPE OF CAMPAIGN: \_\_\_\_\_

CAMPAIGN GOALS: *What will this campaign do for your brand?*

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TARGET AUDIENCE: *WHO is your campaign for?*

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CAMPAIGN LANDING PAGE LINK: *WHERE do you want people to go?*

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## *After the Campaign:*

CAMPAIGN TOTAL REACH: \_\_\_\_\_

CAMPAIGN RESULTS: *What went well? What would you do differently next time?*

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TOTAL CAMPAIGN SALES: \_\_\_\_\_ TOTAL CAMPAIGN LEADS: \_\_\_\_\_

TOTAL CAMPAIGN COSTS: \_\_\_\_\_