

## facebook/instagram Sponsored Ad Worksheet

- Reformat Existing Print Ad\*       Client Will Provide\*       In-House Design (\$250 design fee)

\* If design team determines ad does not meet FB Rules and Policies, options for redesign will be provided.

**ad**type

CALL TO ACTION

**or**

BRAND AWARENESS

Select 1 CTA option per campaign ad.

- Contact Us       Learn More       Shop Now
- Call Now       Book Now       Subscribe

Website URL or Phone Number \_\_\_\_\_

### demographics & targeting

GENDER:

- Male       Female       Both

AGE GROUP RANGE (multiple ranges ok)

(eg: 25 - 30, 40 - 50, 35 - 65+)

LOCATION:

General \_\_\_\_\_  
(List Metro Areas to Target)

INCOME LEVEL PER AREAS  Top 5%       Top 10%

Top 10-25%       Top 25-50%

Refine \_\_\_\_\_  
(Zip codes and/or Mileage Radius)

INTERESTS/BEHAVIOR: (Routines that FB tracks that is relative to client brand)

Family Life (Married/Single/Kids/Home Maker/Grandparent) \_\_\_\_\_

Hobbies (Golf, Yoga, Self Care, Spa Visits, Dog Lover) \_\_\_\_\_

Routine Events (Dining Out/Church/Shopping/Movies) \_\_\_\_\_

Specific Events (Relative addresses of frequently visited locations) \_\_\_\_\_

Relevant Brands (Similar and competitors) \_\_\_\_\_

ADDITIONAL COMMENT: \_\_\_\_\_