

How to select your Facebook Ads Campaign Objective

Last Updated / Reviewed: April 1st, 2020

Execution Time: ~5-10 min



Goal: To pick the Facebook Campaign Objective that best fits your marketing goal.

Ideal Outcome: You've picked the best campaign objective according to what you want your campaign to achieve, and how you want to implement it.

Prerequisites or requirements: You should already have a general idea of what your budget is and why you want to run a Facebook Ad Campaign.

Why this is important: Picking the right objective can make or break your campaign.

Where this is done: A pencil and a piece of paper is fine.

When this is done: Every time you're planning a new Facebook Ads campaign.

Who does this: The person responsible for Paid Traffic.

☒ **Selecting your campaign objective**

1. Define your business objective;

E.g: “We want to grow our email marketing list for our new handmade Parisian handbags brand by having leads convert on the ‘handbag buying handbook’ landing page.”

2. Identify the funnel stage your audience is going to be when they see your ad;

E.g: “Consideration / MOFU (Middle of Funnel)”

3. Define which KPI you’d like your Facebook Ad campaign to impact positively;

E.g: “Number of leads generated on that landing page”

4. Have you already implemented a way to track the metric that you have defined?

E.g: If you are driving traffic to a landing page where you’ll be collecting leads, do you have the standard events or custom conversions in place to measure the number of leads you’re getting?

a. If not:

- a. Can the metric you’ve defined be tracked on your website?

E.g: “Website Purchases”.

1. Follow [SOP005 - Installing the Facebook Pixel on Your Site](#) to add the Facebook pixel;
2. If you already have the Facebook pixel but not the standard events or custom conversions in place, follow [SOP017 - Setting up FB Conversion Tracking](#);

- b. Does the metric you’ve defined not require tracking on your website?

E.g: “Post engagement (Likes), Traffic (Clicks)”.

1. Make sure you at least have the Facebook Pixel running on your website. It will allow you to create more advanced campaigns in the future and it needs to be added before you start any Facebook campaign since you won't be able to recover that lost data in the future. If you don't have it installed yet, you can follow [SOP005 - Installing the Facebook Pixel on Your Site](#);

- c. Does the metric you've defined require tracking, but you're not able to track it?

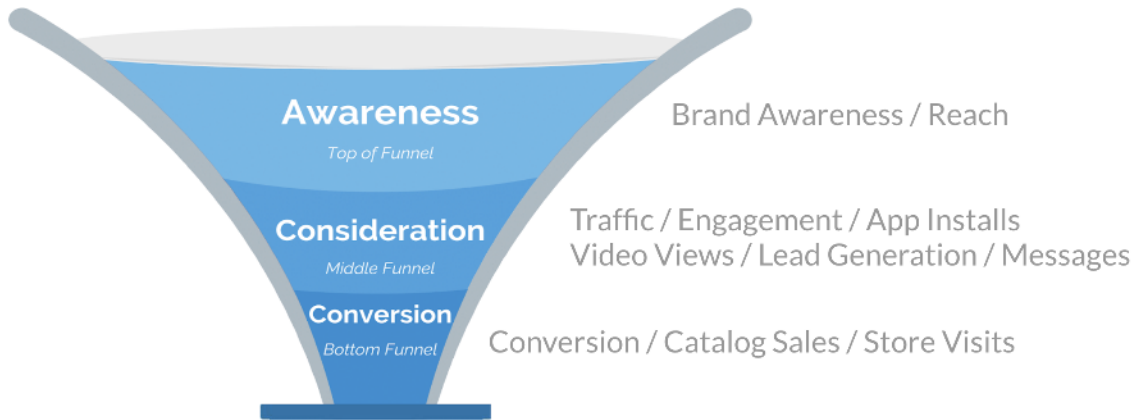
E.g: you don't have access to the website code

1. Rethink your metric and select one that is measurable by Facebook alone such as engagement, link clicks, video views, leads generated (if using Facebook Lead Ads and not your own landing page), etc.

Do not pick a "Conversions" objective in the next step if that is the case as you'll not be able to optimize for those.

E.g: "I want this Facebook Ad campaign to have an impact on my overall sales numbers, but since I don't have tracking implemented, I'll look at the number of engagements instead, more engagements should mean more sales."

- d. **If yes** - Move on to the next step;
5. Based on the funnel stage you've identified and the metric you've selected, pick one of the objectives available to you according to the funnel below:



Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

6. Did you pick “Lead Generation”?
 - a. **If yes:** Be aware that by doing that you won’t be using your own landing page
 - b. **If not:** Move forward to the next question;

7. If you didn’t pick “Conversions” - Can you replace it with a “Conversions” objective?

E.g: I picked the “Traffic” objective because I assumed more traffic would

mean more sales, but actually now that I think about it what I'm actually looking for is sales, so I could pick a "Conversions" objective instead and optimize it for sales.

Why: The funnel representation up there is a great starting point, but it should be used as a reference only. "Lead Magnet Download" could be a "MOFU / Consideration" goal but if you're able to track that conversion and it passes the questions laid out below, you can take advantage of Facebook's optimization algorithm to better optimize your delivery for users that are more likely to perform that conversion.

Important note: If you picked another objective (e.g. Engagement) because that's actually the final KPI you're looking for (e.g you're an agency and the client specifically asked you to get engagement on their posts) it's ok to keep that.

- a. Is that conversion trackable with the Facebook Pixel?

Remember: You can follow [SOP017 - Setting up FB Conversion Tracking](#) to track your website conversions.

- a. **If yes:** Move forward to the next question.
- b. **If not:** Keep the objective you had selected previously.

- b. Does that conversion occur at least 100 times a month already without Facebook Ads?

- a. **If not:** Go after a more commonly occurring objective on your website, if that's still not possible, keep the original objective you selected previously.

E.g: "I'd like to optimize for purchases but I'm only getting 30 purchases per month right now. But I do have 120 Add-to-carts every month, so I can still use the conversion objective, but I'll have to optimize for Add-to-carts for now."

- b. **If yes:** Move to the next question.
- c. Will you be able to achieve 50 conversions/week on that Ad Set?
 - Note:** Those conversions need to be attributable to your ads to count towards those 50.
 - E.g: “I’m using the conversions objective and optimizing it to Add-to-carts, my budget is going to be \$100/day which means that in 1 week I expect this AdSet to have around 150 Add-to-carts”*
 - a. **If not:** Go after a more commonly occurring objective on your website, if that’s still not possible, keep the original objective you selected previously.
 - b. **If yes:** use a “Conversions” objective instead of the one you originally picked.
- 8. Is your objective “Lead Generation”?
 - a. If yes you have 2 options:
 - a. **You want to use your own landing page:** Depending on the volume of leads you are/will be getting, go back to the [previous step](#). You won’t be actually using the ‘Lead Generation’ objective. And will most likely be better suited with the ‘Conversions’ objective optimizing for “Lead” conversions.
 - b. **You don’t have a landing page and don’t want to create one, or simply would rather use Facebook’s built-in form builder:** Move forward with the “Lead Generation” objective.
 - Remember:** [SOP061-How to launch a lead generation campaign with Facebook Lead ads](#) takes you through the exact step-by-step on how to launch this kind of campaign.
- 9. That’s it, at this point you should have clearly defined which Facebook Ad Campaign objective is right for you!