

# The Facebook Ad Holiday RoadMap

**GOAL: Make more online sales!**

Convert **NEW** people for **SALES** this holiday!

**Retarget ALL blog post visitors #3**

with purchase campaign with a product linked in blog post

**Run a Traffic Campaign #2**

Write a helpful holiday blog post, run an ad to it

**FB Pixel #1**

Make sure it's set up properly and collecting data!

**Make More Sales this Holiday season!**

Confused about ads? Take the 5-day ads class to get more customers! [CLICK HERE](#)

Start polling your audience for blog post ideas or check out the IDEA BOOK attached

Launch your first Holiday Ad by October 25th!

Watch the loom videos on the 3rd page to get a handle on ads manager back end!

1

2

3



Idea

Book



Educational and helpful blog posts are a great way to boost your traffic to your website. Don't forget to retarget website visitors with a purchase campaign!

*Blog Idea*

An online guide to the perfect gift for the introvert this holiday season

**Blog Idea**

What to get the WFH couple this year as a gift?

*Blog Idea*

What to get the world traveller this year as a gift?

**Blog Idea**

Find the perfect gift for \_\_\_\_ (insert person) for Christmas this year!

*Blog Idea*

What to gift virtually this year for the holiday season!

**Blog Idea**

Take the Quiz to find the perfect gift for your grandkids!

*Blog Idea*

What to get new or expecting parents this year?



5 WAYS TO SET YOUR  
BIZ UP FOR A  
*Successful Holiday Ad*

Research your audience using the audience insights tool

[VIEW VIDEO](#)

research your competitors using facebook ad library

[VIEW VIDEO](#)

choose your campaign objective wisely

[VIEW VIDEO](#)

Have a follow up sequence

[VIEW VIDEO](#)

try different mediums

[VIEW VIDEO](#)