

## Daily Facebook ads workflow (cheatsheet)

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### Introduction

Use this cheatsheet to manage your Facebook advertising campaigns day-to-day. Follow each step and make sure you complete this everyday so that you build a strong habit and discipline. If you experience any issues with your Facebook ads refer to our troubleshooting [guide here](#).

### Workflow/Process

1. Complete this workflow once a day, everyday at 8am-10am in the morning. Always report on yesterday's data.
2. Open Facebook business manager, have the right columns for reporting: Delivery, Amount, Reach, Link clicks, CTR link, CPC link, Value video optins, Cost per value video optin, Survey applications, cost per survey application.
3. Set the timeframe window to yesterday and report all key numbers from Facebook to your "Paid attraction metrics" spreadsheet. Make sure you report on "real numbers" not just Fb numbers. To get Relevance score export to Excel.
4. Look at 1, 2, 3, 4 and 7 day timeframe windows to see how data changes over time. Make observations about Ad angles and Audience interests that are working/not working. update your "Fb audiences, angles, images" worksheet.
5. Turn off and delete all adsets that are outside of KPI for CPL and CPSS when observed over 4day -7day timeframes.
6. Observe what adsets you have left in your campaign, what their daily budgets are, what their CPL and CPSS is. Right now with what's in your campaign how many leads and surveys would you generate /day and /week?
7. Depending on your aspirations for scale and available daily budget, start propagating your healthiest blue swans through duplication. Change the age by 1 year and change the budget at random to create micro variations.
8. If you experience any issues with your Facebook ads make sure you refer to our troubleshooting [guide here](#).