



## Checklist 10: Book Online Advertising

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

You can and should advertise your book online to make more book sales.

### Pre-Advertising Checklist

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Have you gathered your advertising assets (images, baseline copy etc.)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you decided where you are sending people (website vs Amazon)?      | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you set a Macro level budget and targets for your campaign?        | <input type="checkbox"/> | <input type="checkbox"/> |

*If you have a book funnel send to your funnel, if you don't simply send them to Amazon. Bear in mind, tracking of sales will be harder if you're just sending them to Amazon.*

### Facebook Ads

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Have you setup a Facebook ad campaign for your book?                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you installed your Facebook Pixel and created audiences?                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you chosen your campaign goal?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you targeted people interested in your book topic?                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you chosen people interested in pages/influencers related to your book topic? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you layered your targeting to get more specific?                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you setup multiple ads and ad campaign to split test different angles?        | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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8 Have you layered your targeting to get more specific?

### Twitter Ads

1 Have you setup a Twitter Ad Campaign?

2 Are you targeting people based on interests related to your book topic?

3 Are you targeting your own followers?

4 Are you targeting followers of influencers related to your book topic?

5 Are you targeting Hashtags?

6 Have you installed the Twitter tracking pixel on your site?

### Google Ads

1 Have you setup a Google Ad Campaign for your book?

2 Have you installed the Google Tracking Pixel on Your site?

3 Have you done keyword research related to your book and book topic?

4 Have you grouped together keywords and set up ad campaigns for each group?

5 Are you targeting your own business name, your own name and book name?

Notes