

Small Business Social Ads Checklist

Print off this checklist and tick off each step as you go through the '[Spend Less, Sell More: The Small Business Social Ad Solution](#)' guide on our Talk About Digital Podcast website.

Get to Know Your Audience

- Understand why knowing your audience is key
- Use Sparktoro to research your audience's interests, demographics, and behaviours
- Identify what your customers want based on common pain points, competitor research, and feedback

Choosing the Right Social Media Platform

- Decide whether Facebook, Instagram, X (Twitter), LinkedIn, TikTok, or another platform is the best fit for your business
- Understand what works for small businesses on each platform
- Choose a platform based on your audience's preferences and behaviours

Set a Budget That Works for You

- Set an initial daily budget for your social ads (£5-£10 is a good starting point)
- Focus on a single objective for your campaign
- Use precise audience targeting to make the most of your budget
- Monitor ad performance regularly and avoid costly mistakes by starting small

Creating a Winning Ad

- Write clear, concise ad copy that highlights the benefit to your audience
- Create eye-catching visuals using free tools like Canva
- Use high-quality images or videos to showcase your product or service
- Add a strong Call to Action (CTA), such as "Shop Now" or "Sign Up Today"

Targeting Your Ideal Customers

- Use audience targeting features to reach your ideal customers
- Target based on location, interests, and behaviours for maximum relevance
- Focus on reaching local or niche customers first, using lookalike audiences and retargeting

Set Up and Launch Your First Ad Campaign

- Set up your first social media ad using Facebook, Instagram, X, LinkedIn, or TikTok
- Choose a clear objective for your ad (e.g., traffic, conversions, or engagement)
- Define your target audience based on demographics and interests
- Set a small, test budget and review your ad before publishing
- Monitor your ad's performance daily after launch

Monitoring Your Social Ad Performance

- Regularly check if your ads are working using platform analytics tools
- Focus on key metrics like impressions, Click-Through Rate (CTR), conversions, and Cost Per Click (CPC)
- Adjust your ad based on performance—refine targeting, improve ad copy, or test new visuals if necessary

Scale Your Social Ads as You Grow

- Gradually increase your ad budget by 10-20% at a time as results improve
- Expand your audience by adding similar interests or broadening location targeting

- Use Lookalike Audiences to reach new potential customers
- Experiment with different social ad types, such as video ads, carousel ads, and story ads

Turn Social Media Ad Engagement into New Customers

- Retarget people who clicked on your ads but didn't convert
- Use follow-up emails or messages to re-engage potential customers
- Build a simple sales funnel that guides users from ad engagement to purchase
- Offer special promotions, time-limited discounts, or free shipping to drive conversions

By using this checklist and following the related guide on the TAD website you will understand how to utilise low-cost social media (paid) ads to help you grow new customers. Those customers that you want to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.