

# FACEBOOK AD MAP



DOMINATE WEB MEDIA  
MORE TRAFFIC · MORE LEADS · MORE SALES

## APPROPRIATE AD STRATEGY

LEVEL OF BUYING COMMITMENT (RANKED LEAST TO MOST)	SHORT COPY LINK POST AD	LONG COPY LINK POST AD	VIDEO AD
1. View Ungated Content	✓		✓
2. Claim Local Business Coupon	✓	✓	✓
3. Download Lead Magnet e.g. checklist, swipe file, cheatsheet, etc...	✓	✓	✓
4. Quiz/Survey Funnel	✓	✓	✓
5. Attend Webinar	✓	✓	✓
6. Claim Free Plus Shipping Offer		✓	✓
7. Purchase Product		✓	✓