

Google & Facebook ad funnel builder *guide sheet*

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Formats

Text	Text (status)	Image + caption
Image + link	Image + caption	Video + caption
Product image, price, link (Google Shopping)	Video + caption	Image + link (swipe up)
Video (YouTube Pre/Post Roll)	Image + link + in-app form (lead ads)	Video + link (swipe up)
	Image + link + in-app instant experience (landing page)	Image + poll + link (swipe up)

Placements

Google search	In-feed	In-feed
Google Display Network (GDN) i.e. placements around the web	Right-hand column	Stories
Gmail	Facebook Messenger + Sponsored Messages	(NEW) Explore Feed
YouTube	Facebook Stories	
	Facebook Marketplace	
	Facebook In-Stream Video	
	Facebook In-Article	
	Facebook Audience Network	

Have a Play!

With a Google & Facebook Ad Mockup Creator

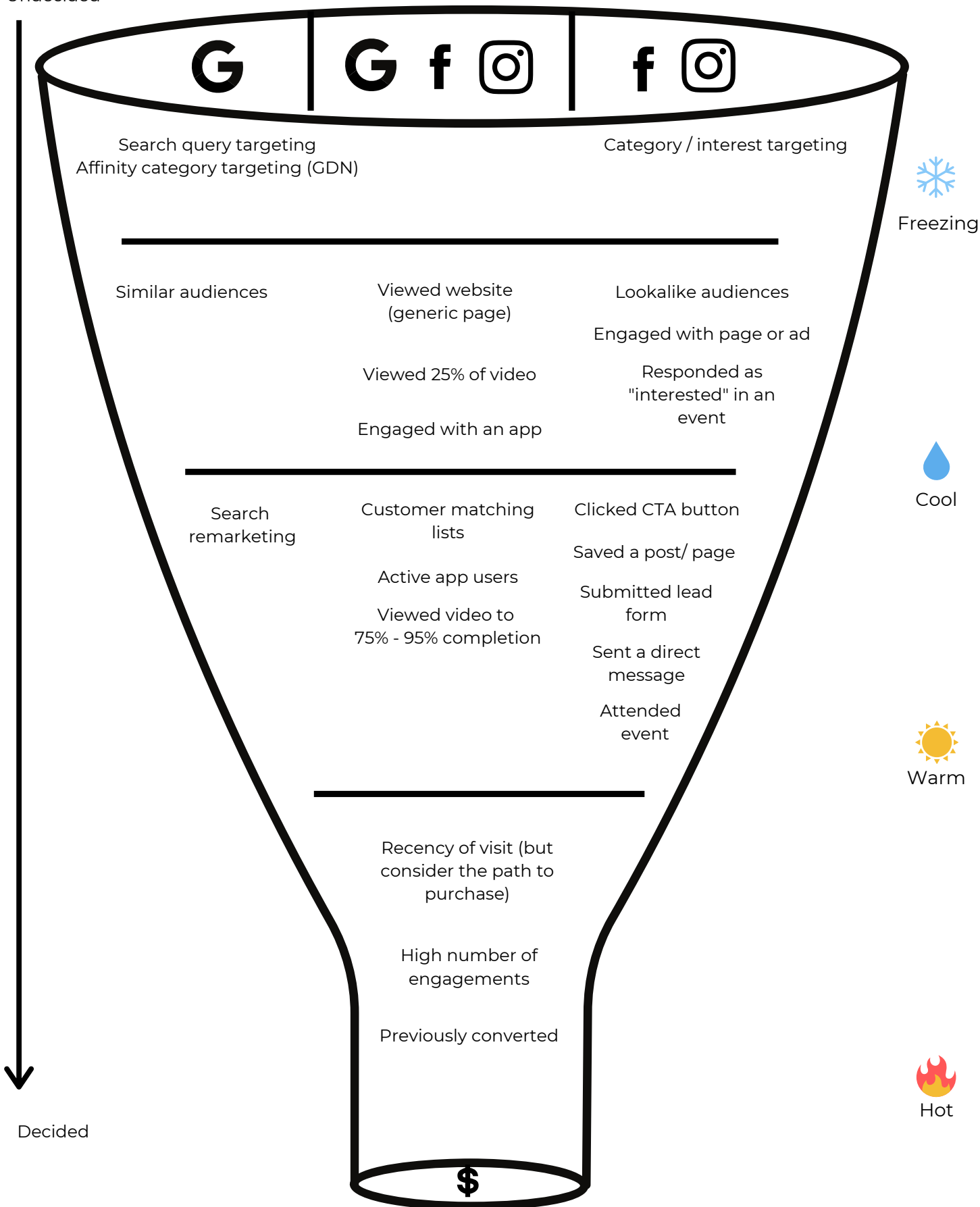


<https://www.karooma.com/expanded-text-ad-preview-tool>

<https://business.facebook.com/ads/creativehub/home/gallery/>

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Undecided



Decided



Funnel mapping worksheet

example

Your target customer persona:

Gym junkie Jamie

Conversion/action we want them to take:

convert to a gym membership

Channel(s):

YouTube pre-roll & FB video (lookalike audience targeting)

Message(s):

Gym anxiety? Lacking motivation?

Call to Action + Landing Page:

X tips to get motivated [blog post]



Channel(s):

*Retarget those who viewed 25 - 75% of above video
email general subscribe list*

Message(s):

Sign up for a 7 day trial.

Call to Action + Landing Page:

Sales landing page



Channel(s):

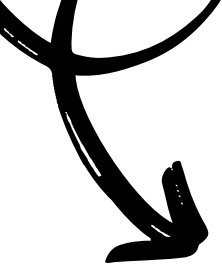
Visited multiple web pages, signed up for trial

Message(s):

Hurry! Limited time offer when you sign up NOW.

Call to Action + Landing Page:

Sign up page

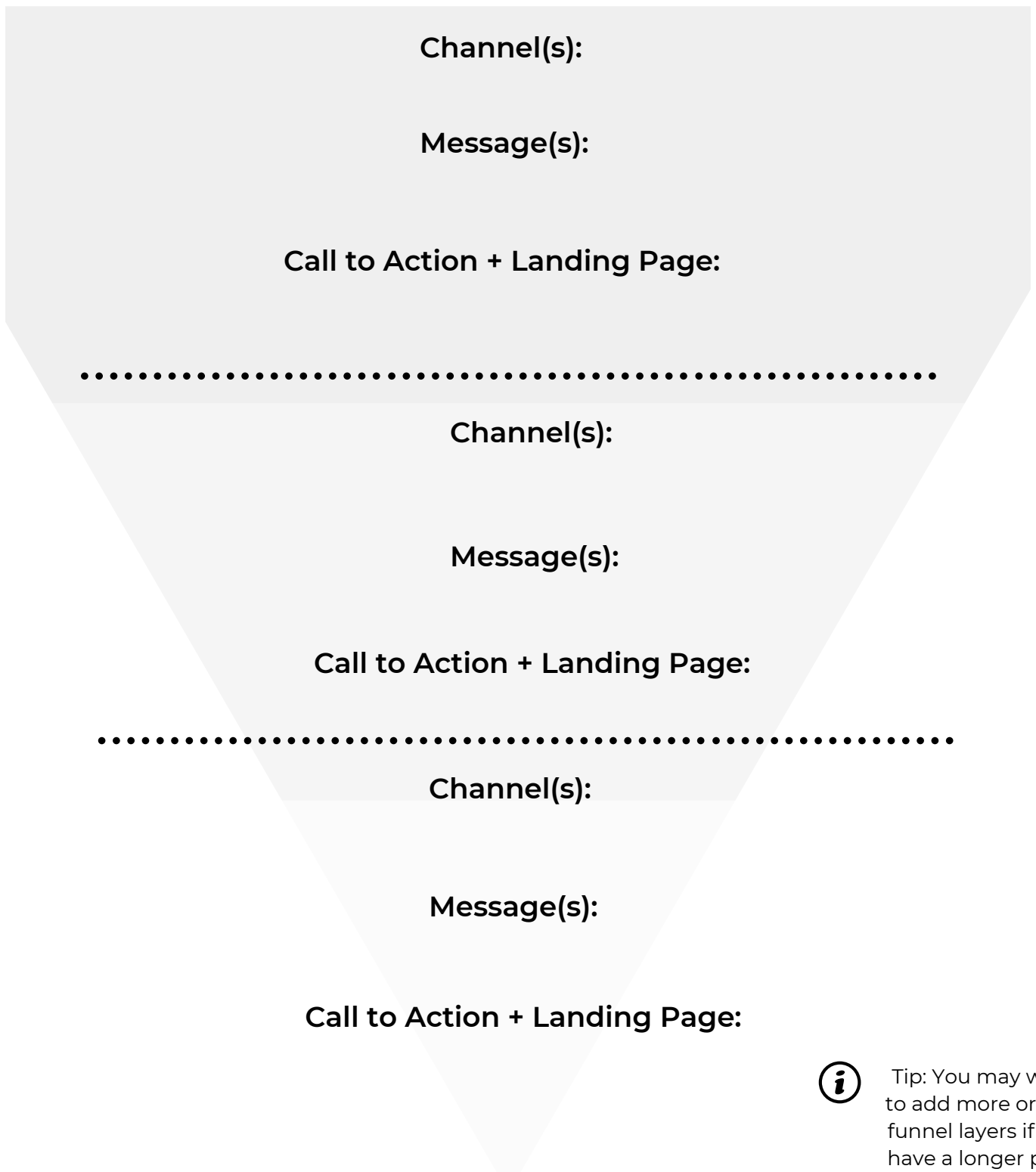


Funnel mapping worksheet

example

Your target customer persona:

Conversion/action we want them to take:



i Tip: You may wish to add more or less funnel layers if you have a longer path to purchase