

## Rep Empire Facebook + Instagram Launch Checklist

Help us prepare your campaign for launch by completing the following checklist. Please email this completed doc along with requested files to [launch@repempire.com](mailto:launch@repempire.com)

1. **Platform:** Facebook Instagram Page/Handle Name:
2. **Objective:**

Conversions	App Installs
Lead Generation	Awareness/Engagement
Website Traffic	Local/Events
3. **Promotion:** Do you have promotional offers and product or service info? (What should we know?)
4. **Copy Suggestions:** What words do you use to describe the company, products, services, lifestyle, selling points, etc?
5. **Details:** Prices, terms & conditions, shipping, returns, popular items, guarantees, etc.
6. **Landing Page URL's:**
  - What landing page URL(s) do you want to use?
  
  - Do you track Custom URL's in Google Analytics?    Yes    No  
If yes, please provide example parameters:
7. **Pixel Installation:** Is your Tracking Pixel installed and verified?    Yes    No
8. **SDK Integration (Mobile App Only):** Is your Mobile SDK integrated?    Yes    No  
Is your app confirmed?    Yes    No

9. **Email/Phone Number Lists:** Do you have customer data lists for Exclusions, Targeting, and Lookalike Audiences? Yes No
- If lists are available, please send in this format:
    - First Name, Last Name, Email, Phone, Address, State, Zip Code, Country
    - Customer Data in 1 per row, data separated by column (no column headers)
    - .csv file
    - Segmented lists are recommended (i.e. product type, order value, # purchases)

10. **Targeting:** Who is your ideal target customer? Please include info that will be helpful

11. **Video Files Information:**

- 15-30sec
- Up to 1GB size
- .mp4 format
- At least 720p resolution
- 16:9 aspect ratio
- Boomerang Videos are highly recommended
- Instagram videos should be Square (1:1 aspect ratio)

12. **Image Information:** Facebook and Instagram are Visual Environments!  
Recommendations:

- 1-3 eye-catching images (Warm Colors, happy, smiling & attractive people, etc.)
- 3-5 Product Carousel Images - can be product-focused or lifestyle-focused
- Carousel images should be grouped by theme, product type, color, etc.
- Static images should be symbolic of your product or service.
- Images should be designed to evoke emotion in your viewer
- Photos may not contain more than 20% text
  - **Estimate Text % using this tool:** [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)
- Dimensions:
  - Link Ads: 1200px wide X 627px tall with a 1:1.91 aspect ratio
  - Carousel/Instagram: 600px X 600px with a 1:1 aspect ratio
- .JPG files are fine

Please email us with any questions. We look forward to working with you soon!