

# FACEBOOK CAMPAIGN STRUCTURE

## CAMPAIGN

Set your objective of your campaign (traffic, engagement, conversions, reach, etc)  
Naming convention: TOF, MOF, BOF

Distinction

Ex. TOF - Video News

Naming convention example

## AD SET

## AD SET

    
Targetting Budget Placement  
   
Optimization Bidding

    
Targetting Budget Placement  
   
Optimization Bidding

Distinction

Ex. Lookalike - Desktop

Ex. Lookalike - Desktop

Naming convention example

## AD

## AD

## AD

## AD

Creative  
Ad Format

Creative  
Ad Format

Creative  
Ad Format

Creative  
Ad Format

Distinction

Ex. LuxuryHomes

Ex. LuxuryHomes

Ex. LuxuryHomes

Ex. LuxuryHomes

Naming convention example