

## Facebook Marketing Tool Checklist & Set Up Requirements

---

### 1. Create a Facebook Business Page

Learn about creating a Facebook Page at [www.facebook.com/business/learn/set-up-facebook-page](https://www.facebook.com/business/learn/set-up-facebook-page)

### 2. Create a Facebook Ads Account

Learn about creating a Facebook Ads Account at <https://www.facebook.com/business/>

### 3. Create Your Facebook Pixel

Our tool requires a pixel so we can track conversions.

### 4. Create a Saved Audience in Facebook Ads Account

Learn how to create Facebook audiences at [http://docs.realgeeks.com/creating\\_audiences\\_facebook](http://docs.realgeeks.com/creating_audiences_facebook)

### 5. Site owner must enable the Facebook Marketing Tool

Go to [www.fb.realgeeks.com](http://www.fb.realgeeks.com) to enable this tool.

### 6. Review training videos on the Facebook Marketing Tool

View all these on the Tools settings/help page.