Facebook ads agency checklist

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- ☐ Shortlist 3 agencies with Ads Manager screenshots (dates, spend).
- ☐ Email each the same 10 questions.
- ☐ Ad account, Page, Instagram and pixel stay in your business portfolio.
- ☐ Ad spend goes from your card straight to Meta.
- ☐ A named person runs your ads.
- ☐ Written scope: what the fee covers and what is extra.
- ☐ Reports show leads, bookings or sales.
- ☐ Tracking checked before any spend.
- ☐ Short notice period, in writing.
- ☐ Score each agency; any deal-breaker means no.

Free to print and share. Questions? Apply at malta-digital.com/meta-ads-malta/