

Free Ad Credits Checklist

Print off this checklist and tick off each step as you go through the '[Unlock Ad Credit Opportunities: Stress-Free Steps to Smart Savings](#)' guide on our Talk About Digital Podcast website.

How to Find Free Ad Credits

- Sign up for a Google Ads account to access free ad credit offers
- Create a Facebook Ads account and look for free credit promotions
- Sign up for Bing Ads and check for free ad credit offers
- Check your email for promotional codes from these platforms
- Look for free ad credits from website hosting services (e.g., GoDaddy, Bluehost)
- Explore free ad credits from email marketing services (e.g., Mailchimp, Constant Contact)
- Stay updated on seasonal promotions by subscribing to platform newsletters and following their social media

How to Claim Free Ad Credits

- Create an account on your chosen ad platform (Google, Facebook, Bing)
- Enter the relevant free ad credit code in the platform's billing section

- Set up a budget to ensure you only use free ad credits
- On Google Ads, set your daily budget based on your free credits
- On Facebook Ads, use a lifetime budget to avoid overspending
- On Bing Ads, set a monthly budget within your free credit limit

How to Make the Most of Free Ad Credits

- Define your ideal audience based on location, age, gender, and interests
- Set audience targeting in Google Ads (demographic, interest-based)
- Set audience targeting in Facebook Ads (location, interests)
- Write a clear, attention-grabbing headline for your ad
- Include a strong Call to Action (e.g., “Shop Now”, “Sign Up Today”)
- Use simple, engaging visuals or videos in your ads
- Experiment with A/B testing by running two versions of your ad
- Test different ad formats (image, carousel, video) and audiences to see what works best

Growing Your Customer Base with Free Ad Credits

- Add a direct Call to Action that encourages users to visit your website or social media
- Use Link Ads on Facebook or Display Ads on Google to drive traffic to your site

- Offer a discount or promotion to encourage purchases (e.g., “Get 10% off”)
- Simplify the purchasing process on your website, making it easy for users to buy
- Set up retargeting ads to reach people who have visited your site but didn’t purchase
- Include testimonials or reviews on your landing pages to build trust
- Encourage newsletter sign-ups by offering an incentive (e.g., 15% off their first purchase)
- Send personalised follow-up emails to new customers
- Engage with new leads on social media by responding to comments and messages
- Offer repeat customers special deals to encourage future purchases

Continuous Growth Through Free Ad Credits

- Subscribe to Google Ads, Facebook Ads, and Bing Ads newsletters for free credit promotions
- Join online business communities to stay informed about new ad credit offers
- Follow Google Ads, Facebook Business, and Bing Ads on social media for updates
- Look for bundled free ad credit offers from partner services like website hosting platforms



- Set a small daily budget to continue advertising after using free credits
- Focus on high-performing ads from your free credit campaigns
- Use retargeting ads to bring back users who previously visited your website
- Explore low-cost ad formats on platforms like Facebook and Google Smart Campaigns
- Regularly monitor your ad spend to maximise your return on investment

By using this checklist and following the related guide on the TAD website you will understand how to take advantage of the free ad credit offers for the paid advertising platforms to help you to make the most of your paid advertising budget.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.