

Meta Ads (Facebook & Instagram) — Workbook

This workbook turns the course into a launch-ready operating kit for your Facebook and Instagram ads. Work through each section as you build a real campaign, filling the worksheets with your own numbers and using the checklists to verify nothing breaks before you spend. The templates are editable planners for break-even ROAS, audiences, creative testing, and a daily optimization log.

Foundations: Account Setup and Objective Selection

Lock in a clean Business Manager structure and choose the right objective before launching.

Checklist: Business Manager Setup Checklist

- Create Business Manager at business.facebook.com with a business email
- Claim the Facebook Page and connect the Instagram account under Business Settings
- Create a dedicated ad account and add a backup payment method
- Verify the domain in Business Settings (DNS, meta-tag, or file upload)
- Create the Pixel / dataset in Events Manager before launching anything
- Add team members by role and asset-level access (no shared logins)
- Adopt a naming convention: Objective_Audience_Date for campaigns

Worksheet: Objective Selection Worksheet

Define your funnel goal in one place so every campaign optimizes for the real business outcome, not a default click.

Primary business goal (in one sentence)

Funnel stage being targeted (cold / warm / hot)

Chosen ODAX objective (Awareness/Traffic/Engagement/Leads/App/Sales)

Single primary conversion event (e.g., Purchase, Lead)

Why this objective matches the goal

Backup softer event if volume is too low

Exercise: Auction Self-Audit

Reframe a struggling or imagined ad through the three auction inputs so your first fix improves relevance, not just bid.

- Of the three auction inputs (bid, estimated action rate, ad quality), which two can you most improve right now?

- What is one creative change that would raise estimated action rate?

- What is one audience-to-offer mismatch that may be lowering ad quality?
- If results were poor, would you raise the bid or improve relevance first, and why?

Audiences: Custom, Lookalike, and Advantage+

Map your warm audiences, build lookalikes from strong seeds, and decide where to go broad.

Worksheet: Audience Map Worksheet

List the audiences you will build from your own data, plus the lookalikes seeded from them, with retention windows.

Custom audience source (website / customer list / engagement / app)

Specific definition (e.g., AddToCart minus Purchasers)

Retention window in days (e.g., 3, 14, 30, 180)

Use: retargeting or lookalike seed

Lookalike seed audience and approximate seed size

Lookalike percentage to start with (1% / 3% / 5%)

Exclusions applied (e.g., 180-day purchasers)

Exercise: Broad vs Narrow Test Design

Design a clean head-to-head between Advantage+ broad and a tight interest audience so the data, not your gut, decides.

- What single creative set will you run identically in both ad sets?
- What broad inputs (age, gender, country) define the Advantage+ Audience set?
- What interest stack defines the narrow set?
- What is the deciding metric (CPA or ROAS) and the minimum events before judging?

Checklist: Audience Hygiene Checklist

- Seed lookalikes from high-intent sources (purchasers, high-LTV, completed leads)
- Use a seed of at least roughly 1,000 to 5,000 people
- Exclude recent purchasers and current customers from prospecting
- Set hotter, shorter windows for cart abandoners than for all visitors
- Avoid weekly teardown of working lookalikes (it resets learning)
- Refresh customer lists periodically and accept partial match rates

Tracking and Creative: Pixel, CAPI, and Testing

Verify tracking end to end, add CAPI, and run disciplined creative tests.

Checklist: Tracking Verification Checklist

- Domain verified before configuring Aggregated Event Measurement events
- Standard events fire on the right pages (ViewContent, AddToCart, InitiateCheckout, Purchase)
- Purchase event passes value and currency parameters
- Eight AEM events prioritized with Purchase at the top
- Meta Pixel Helper confirms each event as you walk the funnel
- Conversions API connected and sending the same events as the Pixel
- Shared event_id set on Pixel and CAPI for deduplication
- Event Match Quality improved with hashed email / phone

Worksheet: Creative Test Plan Worksheet

Plan one test that changes a single meaningful variable and is judged by a money metric.

Variable being tested (angle / hook / format)

Variant A description

Variant B description

Variant C description (optional)

Placements and aspect ratios (9:16 Reels/Stories, 1:1 or 4:5 Feed)

Budget per variant and target events before judging (~50)

Deciding metric (CPA or ROAS) and the win rule

Supporting signals to watch (link CTR, thumb-stop rate)

Exercise: Hook and Safe-Zone Review

Pressure-test a piece of creative for the first-seconds hook and placement safe zones before it goes live.

- What happens in the first 1 to 3 seconds to stop the scroll?

- Does the creative communicate clearly with sound off, with captions?

- Are faces and key text inside the safe zone, clear of UI overlays on Stories/Reels?

- If CTR is high but CPA is poor, what does that tell you about this creative?

Measurement and Optimization: ROAS, Budgets, and Scaling

Calculate break-even, manage the learning phase, and scale winners without breaking them.

Worksheet: Break-Even ROAS Worksheet

Establish the numbers that decide whether a campaign is actually profitable, not just positive-sounding.

Average order value

Gross profit margin (%)

Break-even ROAS (approximately 1 divided by margin)

Target ROAS above break-even

Allowable CPA (max you can pay per conversion)

Attribution window used for comparison (e.g., 7-day click / 1-day view)

Reconciliation note: Meta-reported vs actual order revenue

Exercise: Underperformance Diagnosis Drill

Work the fixed outside-in order on a real or hypothetical losing campaign before touching the creative.

- Is the Purchase event firing with a value? How did you confirm it?

- Does the landing page load fast and read clearly on mobile?

- Is frequency climbing above roughly 2 to 3 while results fall (fatigue)?

- Is the ad set stuck Learning Limited or under-budgeted for 50 weekly events?

Checklist: Scaling Checklist

- Ad set is profitably past the learning phase before scaling
- Vertical scaling: raise budget about 20 to 30% every two to three days
- Avoid sudden budget doublings that reset learning
- Horizontal scaling: duplicate winners into new lookalikes, broad, or geographies
- Refresh creative before frequency and CPM climb
- Maintain a backlog of tested creative ready to deploy

Your Action Plan

1. Set up Business Manager, claim Page and Instagram, create the ad account, and verify your domain
2. Install the Meta Pixel, configure standard events with value parameters, and confirm fires with Pixel Helper
3. Connect the Conversions API and deduplicate it with the Pixel using a shared event_id
4. Prioritize your eight Aggregated Event Measurement events with Purchase at the top
5. Calculate your break-even ROAS and allowable CPA from margin before spending
6. Build core custom audiences and one strong-seed lookalike, and set prospecting exclusions
7. Launch a Sales campaign optimized for Purchase with 3 to 5 creatives and an ABO test budget

8. Let each ad set reach roughly 50 events to exit the learning phase before judging
9. Pick winners by CPA or ROAS, then consolidate under Advantage Campaign Budget
10. Scale winners 20 to 30% every few days, refresh creative on fatigue, and reconcile against real revenue weekly

