The background of the book cover is a dark blue tennis court with white diagonal lines. Four bright yellow tennis balls are scattered on the court: one in the upper right, and a cluster of three in the lower left.

Francesco Ambrosiano
adsformakers.com

FACEBOOK & INSTAGRAM ADS INDIE HACKERS, MAKERS & SOLOPRENEURS

FACEBOOK & INSTAGRAM ADS QUICKSTART GUIDE FOR INDIE HACKERS, MAKERS & SOLOPRENEURS

0.1 (free version)

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FOREWORD

In this guide, I've taken a different approach compared to my Google Ads Guide. While that guide began with setting up a campaign right away, we'll adopt a similar kickstart approach here—but I encourage you to first read the introductory chapters. These will help you get acquainted with the best practices for running effective Facebook Ads.

Too often, I see entrepreneurs, creators, and marketers diving into the Business Manager to create campaigns without a deep understanding of their objectives or strategies.

Mastering the concepts outlined in this introduction is crucial before jumping into campaign creation, audience targeting, and strategy development.

That said, if you feel confident in your understanding of Facebook and Instagram Ads, feel free to skip ahead to the quickstart section.

INTRO

These short paragraphs are extracted from my YouTube masterclass and will give you an introduction touching different aspects of the Meta Advertising world. Every concept will be covered in depth in the guide, but I thought of giving you a “bit of everything” before diving into the quickstart.

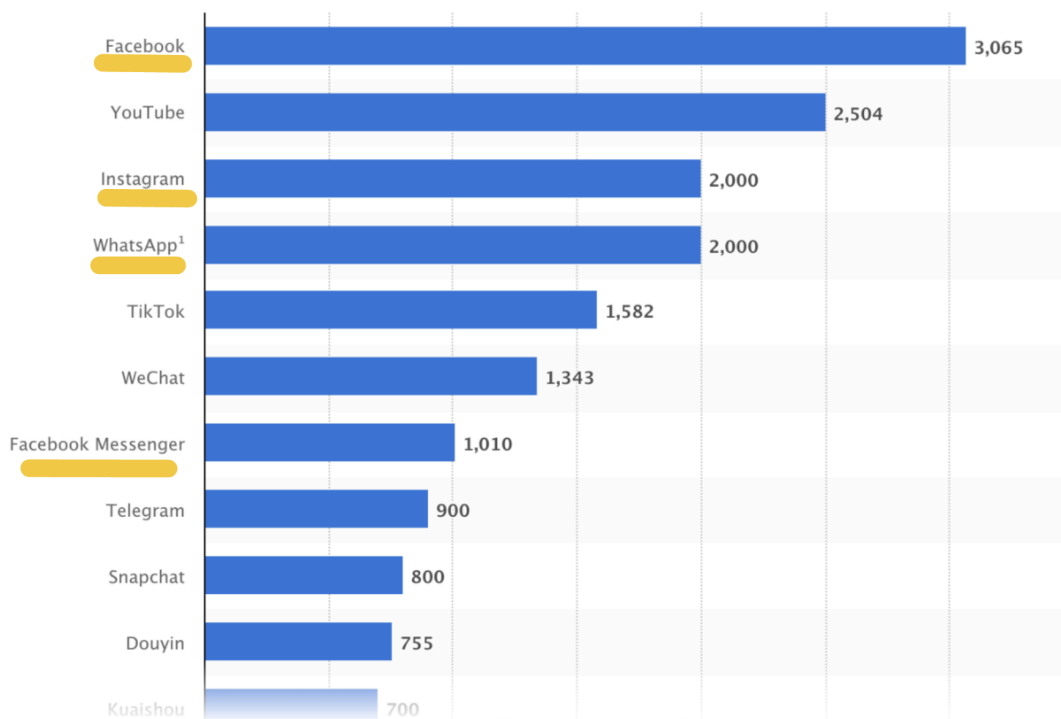
Why Facebook and Instagram Are Still King

Let's address the elephant in the room. People love to claim that Facebook is dead—outdated, irrelevant, or just a platform for grandparents. But the reality is far different. Facebook remains massive, and more importantly, it's still one of the most influential platforms for driving conversions. If your goal is to generate sales, this is where the magic happens.

Yes, newer platforms like BlueSky are gaining attention, and TikTok's popularity is undeniable. But when you analyze where purchase decisions are made and money changes hands, Facebook and Instagram dominate the landscape.

On Facebook, users engage with Pages (there are thousands of users that basically live on Facebook pages when it comes to their online presence), interact with businesses via Messenger and WhatsApp, and scroll Instagram, discovering products they didn't even know they wanted.

These platforms seamlessly guide users from curiosity to decision-making in ways other networks simply can't replicate.



Source: Statista

The scale is mind-blowing. You are not just dealing with Facebook alone. It's an integrated ecosystem that includes Instagram, Messenger, and even WhatsApp.

These aren't separate platforms; they work together, creating a web of connections that advertisers can use. You can show ads in Messenger. You can reach people through WhatsApp. You can grab attention on Instagram Stories or Reels. It is all interconnected, and that is what makes it so powerful. You can start a cold campaign on Facebook, retarget on Instagram and Whatsapp, create special promotions on Messenger. You could orchestrate a full strategy without going beyond the borders of Meta's products.

People love to point out overlaps between the platforms, and sure, there are some. But that doesn't change the fact that this ecosystem is still the largest and most versatile for online advertising. If you are serious about reaching people and driving conversions, Facebook and Instagram are still the best places to be.

The Algorithmic Playground

When we talk about Facebook ads, we are not just talking about buying ad space on a social network. It is much bigger than that.

Facebook operates as a kind of algorithmic display window.

What does that mean?

It means there is a system behind the scenes deciding what gets shown to users and when. The algorithm is what makes Facebook ads work so well.

The way this system operates is simple yet brilliant. Facebook wants its users to stay engaged on the platform for as long as possible. The longer they scroll, the more ads they see. The more ads they see, the more advertisers are encouraged to spend.

This creates a win-win situation. Users are entertained, advertisers see results, and Facebook continues to thrive.

But here's the thing. Facebook is not just out to take your money.

They actually want you to succeed.

If your ads work well, you are more likely to invest more money in the platform. So their goal is to keep users happy and help advertisers run effective campaigns. To make this work, you need to hold up your end of the bargain.

That means creating high-quality ads that give Facebook something to work with.

Feeding the Algorithm

The secret to success on Facebook is simple.

You have to feed the algorithm.

This might sound technical, but it's really about giving the system everything it needs to match your ads with the right people. The better the data you provide, the better your results will be.

Facebook's algorithm works by analyzing your ads. It looks at your images, your videos, your copy, and everything else you put out there. Then it decides who is most likely to

respond to what you are offering. It might seem like magic, but it is really just a matter of data.

The more quality data you give Facebook, the more accurately it can find your audience.

There are a few tools that make this process easier.

The Facebook Pixel and Conversion API are your best friends here. They allow you to track who is interacting with your website, who is buying your products, and who is taking specific actions. You can even upload customer data directly to Facebook and say, “Find me more people like this.” By doing this, you’re teaching the algorithm what success looks like for you.

But it doesn’t stop at the ad itself. Facebook also cares about the experience you are offering before and after someone clicks.

This means your landing page matters..

Your website has to be fast, easy to navigate, and consistent with the ad they clicked on. If the post-click experience is poor, Facebook will notice, and your results will suffer.

At its core, your job is to make things as easy as possible for Facebook. Give it all the data it needs. Create ads that are visually and emotionally engaging. Ensure your landing page keeps users happy once they’ve clicked. When you get this right, the algorithm will work in your favor, finding the right people for your campaign and driving conversions.

Creating Ads That Convert

Then comes the central and core part: creating ads. This is where the magic happens. Creating ads is not about making something “pretty” or “cool.” It is about making something that works. And what works is an ad that grabs attention, holds interest, and leads to action.

The first thing to understand is that Facebook and Instagram are visual platforms.

Your images and videos are the stars of the show. If your visuals do not immediately stop someone from scrolling, you’ve already lost. You have milliseconds to catch their eye, so the opening frame of your video or the composition of your image has to be compelling.

But it's not just about the visuals. The message matters just as much. When someone sees your ad, they should immediately understand three things: **what problem you solve, why it matters to them, and what they need to do next.**

You have to connect with their emotions and make them feel like your product is the solution they've been looking for.

There's no shortcut here. Creating great ads takes work.

You need to test different ideas, angles, and formats. Sometimes that means looking at what other advertisers are doing and learning from their successes or failures.

Remember, ads are not one-size-fits-all. What works for one product or audience might not work for another. This is why testing is so important. Try different visuals, headlines, and formats. See what sticks. And once you find something that works, don't stop there. Keep iterating and improving. Even small changes can lead to big results over time.

Ads can—and should—be tailored to different stages of the funnel. Offering a discount to an audience unfamiliar with your brand might be counterproductive. However, in a retargeting campaign aimed at users who have already engaged meaningfully with your brand, it can be incredibly effective.

Understanding the Customer Journey

You cannot rush a customer into buying. No matter how good your product is or how amazing your ad looks, there's a process every customer goes through before they're ready to convert. This is what we call the customer journey, and understanding it is key to making your campaigns work.

Every product has its own timeline. Some things are easy to sell. If you're offering a ten-dollar skincare cream, a customer might see your ad and decide to buy it right away. But if you're selling a car or an expensive piece of jewelry, it's a different story. Big-ticket items often require multiple touchpoints. A potential buyer might need to see your ad, visit your website, watch a video about your product, and read some reviews before they're ready to make a decision.

This is why brand awareness is so important. If people don't know you exist, they can't even start the journey to becoming your customer. You have to introduce yourself first. This might feel frustrating because it takes time, but it's a crucial step. Putting more money into your ads won't speed up this process. If a customer isn't ready to buy, no amount of budget will change that.

What you can do is make sure your brand shows up at every stage of their journey. Use a multi-channel approach. Run ads on Facebook and Instagram, but also think about Google Ads, influencer partnerships, and even organic content. The more touchpoints you have, the more likely a customer will remember you when they're ready to make a purchase.

Your job is to create a seamless experience across all these channels. Every time a customer interacts with your brand, whether it's through an ad, a landing page, or a product review, it should feel consistent. This builds trust and keeps them moving through the funnel until they're ready to convert.

Simplify Your Campaigns

Some agencies, most of them to be honest, create dozens of campaigns, duplicate the same ad 50 times, and end up with a mess that's impossible to manage. Just because they need to show to the clients that they did something with their stellar fee percentages.

But the truth is, simpler is better.

Back in the day, complex campaign structures were all the rage. People thought they needed to micromanage every detail to get results. Some of those hyper-complex structures might have worked in the past, but Facebook's algorithm has come a long way. It is smarter than ever, and it can handle a lot of the heavy lifting for you. Your job is to give it the best possible content and let it do its thing.

This doesn't mean you should be lazy. It means you should focus on what really matters. Put your energy into creating high-quality ads and making sure your data is accurate. Let the algorithm handle the rest. When you simplify your campaigns, you free up time and resources to focus on what will actually move the needle.

Feed the algorithmic display!

Measuring What Matters

The business manager dashboard is full of numbers, charts, and percentages. It's easy to get lost in the data. It's a powerful tool and we will have fun with it. The key concept though, is knowing which metrics to focus on at each stage of the funnel.

When you're just starting a campaign, pay attention to engagement metrics. Look at things like your click-through rate (CTR) and video view rates. These numbers tell you if your ads are catching people's attention. If they're not, it's time to rethink your visuals, copy, or targeting.

This is called the **PRE-CLICK and CLICK experience**.

As your campaign progresses, shift your focus to conversion metrics.

Are people adding products to their cart? Are they completing purchases? These numbers help you evaluate the effectiveness of your landing page and overall offer. If your ads are driving clicks but not conversions, the problem might be on your website.

This is the **POST-CLICK phase**.

And here's a tip. Don't rely solely on Facebook's data. They have a tendency to over-attribute conversions to their platform. Use a third-party tool like Google Analytics or Posthog to cross-check your results.

This gives you a clearer picture of where your customers are coming from and what's really driving their decisions.

Learning From Others

Always Look at what other advertisers are doing. Facebook's Ad Library is an incredible resource. It lets you see every ad currently running on the platform. You can search by brand or keyword and get a behind-the-scenes look at how others are approaching their campaigns.

But don't just copy what you see. Use this as inspiration. Pay attention to the visuals, headlines, and strategies successful brands are using. Notice how they structure their messages or highlight specific benefits. And just as important, watch what isn't working. If a brand stops running a certain type of ad, it might mean it wasn't performing well. Learn from their mistakes so you can avoid them in your own campaigns.

Testing is another crucial part of this process. No matter how much research you do, you won't know what works for your audience until you try it. Create different versions of your ads. Experiment with visuals, copy, and calls to action. Test small changes, like tweaking a headline or swapping out an image. Over time, you'll start to see patterns in what your audience responds to.

Remember, advertising is a game of iteration. Even the best advertisers don't get it right on the first try. The goal is to keep improving. The more you test and learn, the better your results will be.

Connecting With Emotions

At its core, advertising is about people. If your ads don't connect emotionally with your audience, they won't work. This is where many advertisers go wrong. They focus too much on features and forget to highlight how their product makes people feel.

Think about it. People don't buy a car just because it has great mileage. They buy it because they imagine how they'll feel driving it. Confident. Successful. Maybe even envied by their peers. The same is true for smaller purchases. A skincare ad isn't selling you a cream. It's selling you the confidence to walk into a room feeling radiant (or simply without pimples).

Your ads should tap into these deeper motivations. Frame the problem your product solves. Show your audience the outcome they'll achieve by using it. Help them visualize how their life will be better because of what you're offering.

And don't be afraid to play to primal instincts. People want to feel secure, attractive, and accomplished. These are universal desires. If your ads can speak to these emotions in an authentic way, you're already winning.

Building for the Future

If you want long-term success, you need to think beyond ads and look at the bigger picture. A holistic marketing strategy is what separates brands that thrive from those that fizzle out after a quick win.

Think of your ads as one piece of a much larger puzzle. While Facebook and Instagram are powerful tools, they're just part of the equation. To truly succeed, you need to diversify your efforts. This means building an ecosystem of touchpoints where your customers can interact with your brand.

Organic traffic is a big one. You want people discovering your business through search engines, social media posts, and word of mouth—not just ads. SEO is a great way to drive traffic to your website without constantly paying for clicks. A strong email

newsletter can keep your audience engaged and coming back for more. Even a simple Instagram Story can build awareness and keep your brand top of mind.

When someone lands on your website from a search or clicks through a social post, your Facebook Pixel is still learning. The pixel doesn't care where the traffic comes from. It's just gathering data, figuring out who your audience is, and using that information to make your ads more effective.

The more you feed this ecosystem, the better it works. Facebook's algorithm will start to recognize patterns in who converts and why. And that means better targeting, lower ad costs, and higher returns for you.

So don't just think about ads. Think about the entire journey.

How can you make it easier for your customers to discover, trust, and choose your brand? The more channels you use and the more cohesive your strategy, the stronger your results will be.

Sorry guys, another couple of (small) intro mini chapters. I promise, we will dive into creating campaigns very soon.

TOFU Is Not Something You Eat

When you're planning a Facebook or Instagram ads campaign, the first thing you need to accept is this: not all of your potential customers are the same.

At first, this might feel uncomfortable to acknowledge. Isn't equality something we value? But when it comes to marketing, pretending every potential customer is identical is not just naive—it's costly. The truth is, your audience is scattered across different stages of what's traditionally called the acquisition funnel.

Some people don't know you exist.

Some know you but don't yet trust you.

Some are ready to buy but are waiting for the right push.

And some have already bought from you, and whether they're thrilled or disappointed, they've got a new role to play in your ecosystem.

Each stage of this journey requires a different strategy. Ignore that, and your ad dollars burn up faster than firewood in a winter storm.

The Problem With Funnels

The idea of an acquisition funnel—a neat, linear progression from awareness to purchase—was always accepted as a framework.

It assumes people follow a straight path: they discover you, learn about you, buy from you, and stay loyal forever. Maybe that worked in a simpler world, but today's customers don't work that way.

They bounce between platforms. They get distracted by TikTok while considering your Instagram ad. They Google your competitors before returning to your product page weeks later. Funnels are clean. Customers are messy. There's no match.

That's why we need to think differently. Instead of an outdated funnel, let's think about an awareness journey. It's not about shoving people through predefined stages—it's about meeting them where they are and moving them toward where they need to go.

The Awareness Journey: From Stranger to Advocate

At its core, your job as an advertiser is to guide people through three critical stages:

1. They Don't Know You Exist (TOFU)

The first challenge is simple: introduce yourself. For people at the top of the funnel, your job is to earn attention. Not demand it. Not buy it. Earn it. These are the people scrolling Instagram while waiting for their coffee or killing time in a meeting. Your ad must make them stop, think, and feel something. You don't need them to buy. You just need them to notice.

2. They Know You, but They Don't Trust You (MOFU)

Once someone is aware of your existence, the next challenge is to build credibility. They need to believe you're the real deal. Show them why you matter. Provide value—without asking for anything in return. This might mean retargeting them with testimonials, helpful content, or clear proof of how your product solves their problem.

3. They're Ready to Buy (BOFU)

When someone is ready to buy, they don't need another introduction. They need clarity. They need confidence. Sometimes, they need urgency. This is where you give them a clear call to action: "Buy now." "Sign up today." "Limited spots available."

TOP
of the funnel
COLD TRAFFIC

MIDDLE
of the funnel
WARM TRAFFIC

BOTTOM
of the funnel
HOT TRAFFIC

Unaware

Users are unaware of or not concerned with a specific problem and are not seeking solutions.

we'll explain this better when creating ads



Problem
Aware

Users recognize their problem and may begin researching solutions.

Are you struggling with [Problem]?

Solution
Aware

Users know their problem and are actively searching for solutions.

Solve [Problem] with [Product] in 10 times less

Product
Aware

Users understand their problem, know potential solutions, and may compare products in the market.

[Product] is better than [Competitor]

Almost Client

Users are knowledgeable about your product, brand positioning, and how you compare to competitors.

Get [Product] today with special offer

Client/Fan

Users bought your products, they trust the brand and are ready to be proactive in promoting or ready to buy other products from you

Get [Other Product] to solve [Other Problem]

Why Ads Alone Won't Get You There

Facebook and Instagram Ads are just tools. Useful? Yes. Sufficient? No. Your customers interact with your brand in countless ways—through search engines, YouTube videos, reviews, recommendations, and your website. Each touchpoint matters. Ads can open the door, but it's up to the rest of your ecosystem to make people want to stay.

Your job is not just to run ads. Your job is to design a journey. Build an experience that guides strangers toward becoming customers and customers toward becoming advocates.

Because in the end, your success doesn't depend on your ability to "run ads." It depends on your ability to earn trust. Every step of the way.

QUICKSTART

ACCOUNT SETUP

I won't spend too much time and words on the setup.

First, you will need to create a Business Manager account, now called "portfolio":

<https://www.facebook.com/business/help/1710077379203657>

Then you'll need an ad account (you can add an existing or create a new one) and a Facebook Page. An Instagram account is optional, as the Facebook page can be used as a "ghost page" if you don't have or want to create one. My suggestion is to have a real Instagram account.

Make sure that your associated payment method is valid. Facebook charges small increasing amounts for new accounts. It's very annoying but the limit grows fast, so unless you have accounting issues, don't be too worried about this.

It could be that Meta will deactivate your account in the beginning asking for documents and proof that you're a genuine advertiser. Make sure to put all your right business data in the Business portfolio info section, enable 2FA and if possible add a second admin to the business manager.

This should help avoid the deactivation.

A suggestion about the page: keep it updated with some organic content, always linking to your landing page or wherever your conversions happen. On one hand, having an updated page is good because it gives you credibility in front of customers and Facebook itself.

On the other hand, customers who click on the page in the ad (we will see that this can happen a lot of times) land on a convincing and potentially converting Facebook page.

PIXEL SETUP

The pixel is your best friend when it comes to measuring things and creating custom audiences. Don't you dare start a campaign without a properly configured pixel. You won't be able to measure and Facebook won't know what to optimize for.

Quick note: You probably heard of the famous "iOS 15 update".

With Apple's App Tracking Transparency (ATT) framework introduced in iOS 14.5 and further privacy updates in iOS 15, users must opt-in to allow apps to track their activity across other apps and websites.

This has led to a significant reduction in the amount of data available for targeting ads on Facebook.

Advertisers face challenges in attributing conversions to their ads. Facebook's ability to track user actions, like app installs or purchases, across different platforms is limited, making it harder to measure the effectiveness of ad campaigns accurately.

For this reason, collecting and utilizing first-party data (data directly from users who interact with your brand) has become more critical. Advertisers are encouraged to build and maintain their customer databases and use this data to create lookalike audiences for targeting on Facebook. We will talk more about this stuff later.

The pixel works on the browser and there's a high dispersion of conversion event if you solely rely on it. That's where the CAPI (Conversions API) comes into play.

<https://developers.facebook.com/docs/marketing-api/conversions-api/>

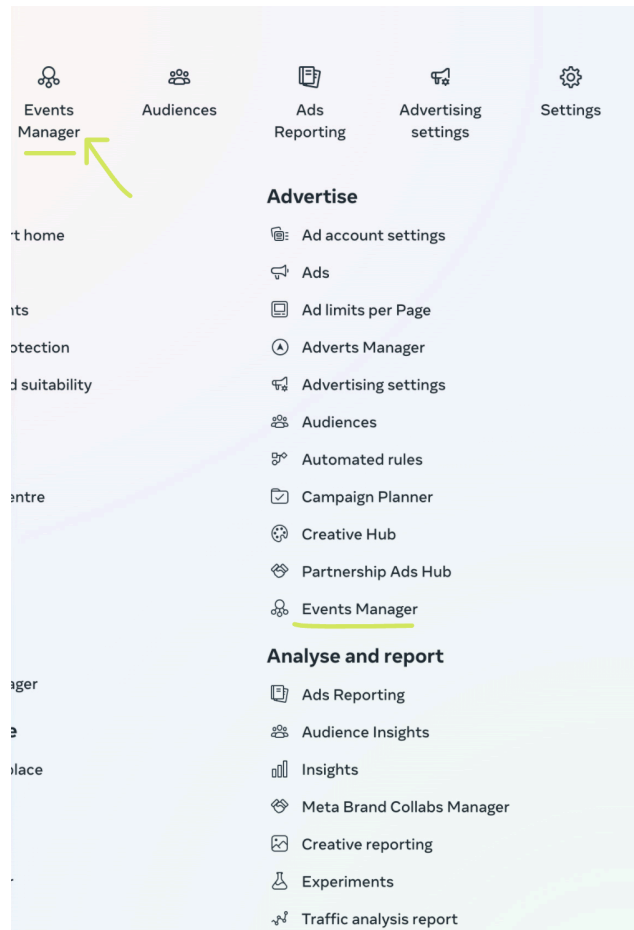
The CAPI allows your web property or app to send web and offline event data directly from their servers to Facebook, improving event tracking accuracy and ensuring better ad performance measurement.

Long story short, you need to write some code that sends events from your app directly to Facebook. This way you'll get more accurate values rather than trusting the client side pixel.

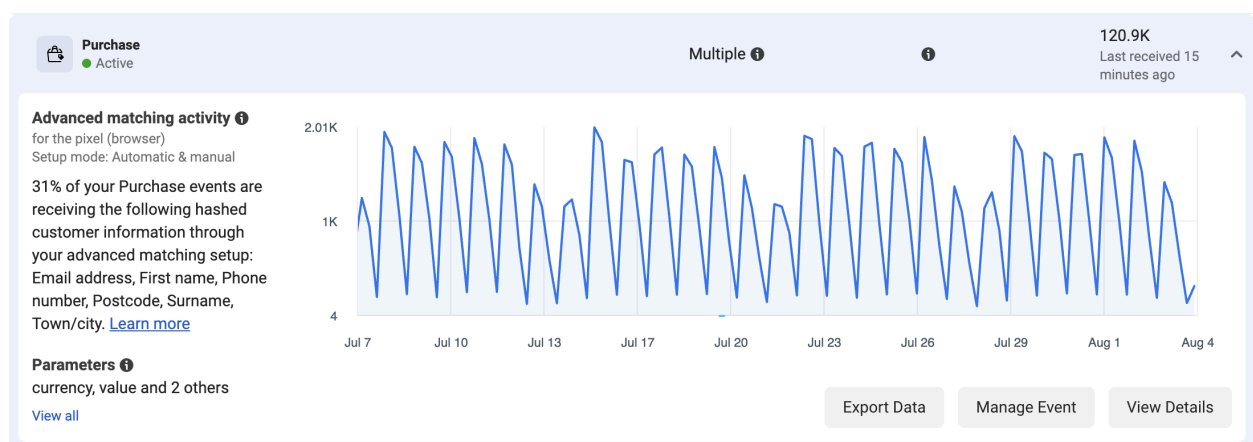
We'll talk inside the IN DEPTH about the CAPI and the PIXEL. Let's focus on a minimal setup for now.

The important thing is to decide which events you want to track and make sure that everything works as expected. You can send dynamic values, of course, such as the price for a specific event or other custom parameters.

Your pixels will live now under the "Events manager".



You can check if events are triggering there and do receive error messages:



You can also export the data in a CSV for further analysis.

What you'll need to do for the quickstart is setting the pixel for every event that we want to measure. The most common and important are:

- 1) SPECIFIC PAGE VIEWS
- 2) ADD TO CART
- 3) INITIATE CHECKOUT
- 4) PURCHASE

Less common, but quite useful and to be configured as custom conversions:

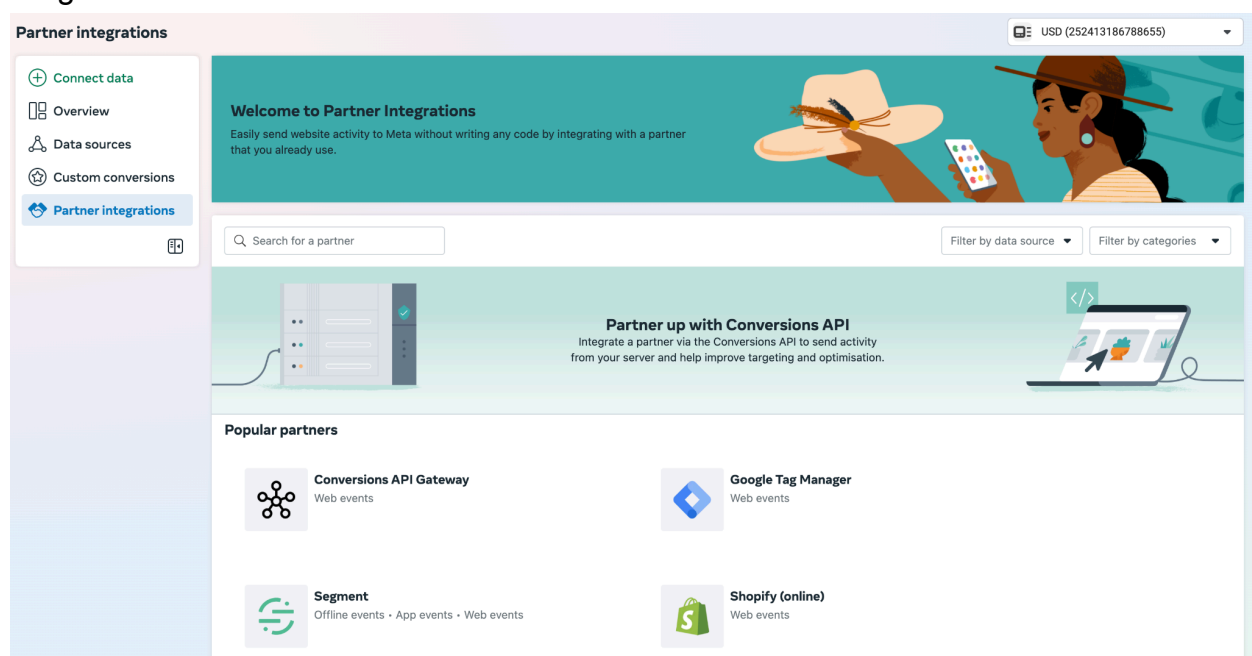
- 1) TIME SPENT ON A PAGE
- 2) ACTION TAKEN ON A WEBSITE
- 3) VALUE OF AN ACTION

Let's focus on the first batch since most likely those are the ones that we will use the most.

The configuration of the pixel is not hard at all, but requires you to install some Javascript code inside your landing page.

The Meta official guide is quite simple to follow and it should be good enough for you:
<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

If you have a platform like Shopify or Wordpress, there are some guided partner integrations:



I find the one for the Google Tag Manager quite odd, because it seems to require a server tag manager (that is not trivial at all to create).

My suggestion is to install the code in your page directly as a javascript script.

Once your code is live you'll need to configure your events. You can do that manually, basically writing the code everywhere an event needs to be triggered, or through a very nice tool called "Event setup tool".

You'll find it under the SETTINGS of your Pixel:

Event setup

Manage features that are related to how your events are set up.



[Open Event Setup Tool](#)

Track events automatically without code

Off ☐


Your dataset can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and Page metadata. This feature can help you set up events without having to install code. You can choose to turn this functionality on or off. [Learn more](#).

Once you'll start the configuration you'll be able to create events choosing from highlighted elements in your page and associate them with conversion actions:




 Meta event setup tool  Finish setup


Events on this Page


All events




Initiate checkout
Button text is: "single session ...

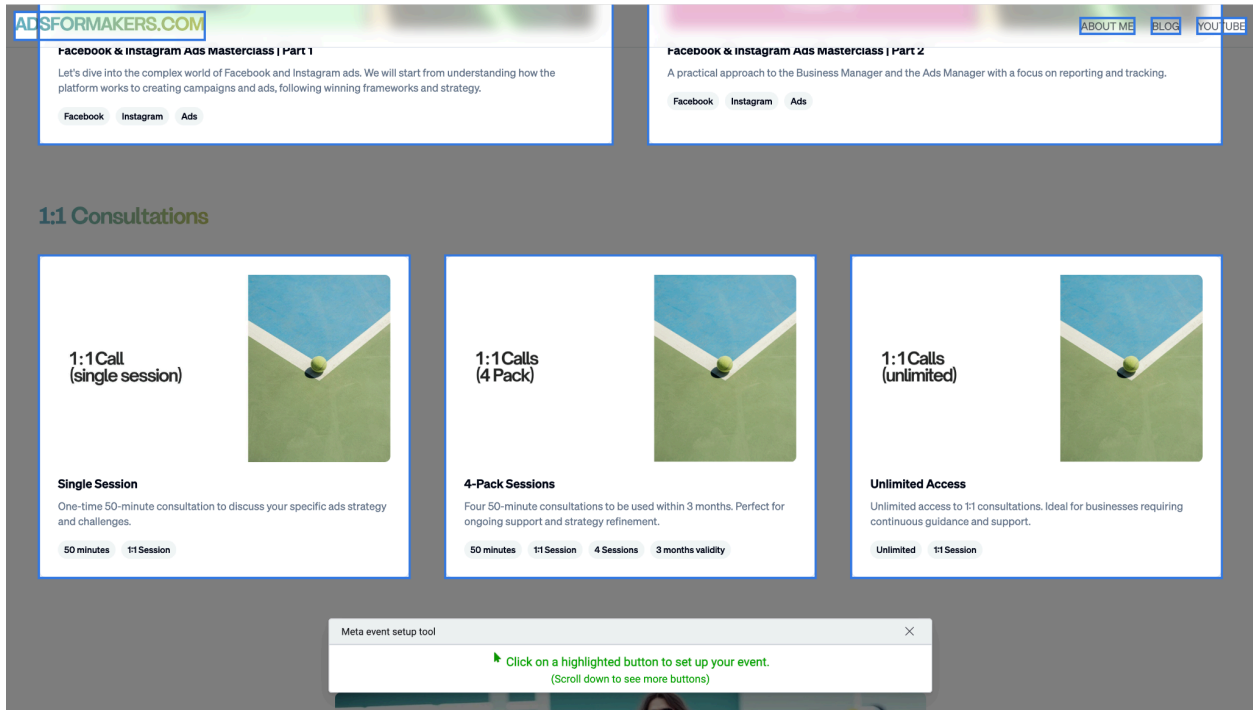
 Track new button

 Track a URL

[Give feedback](#)



Click "Track new button", the tool will highlight all the possible target objects:









Then select your desired conversion action:

Set up event

Select the event type that you'd like to track.

Select an event ▼

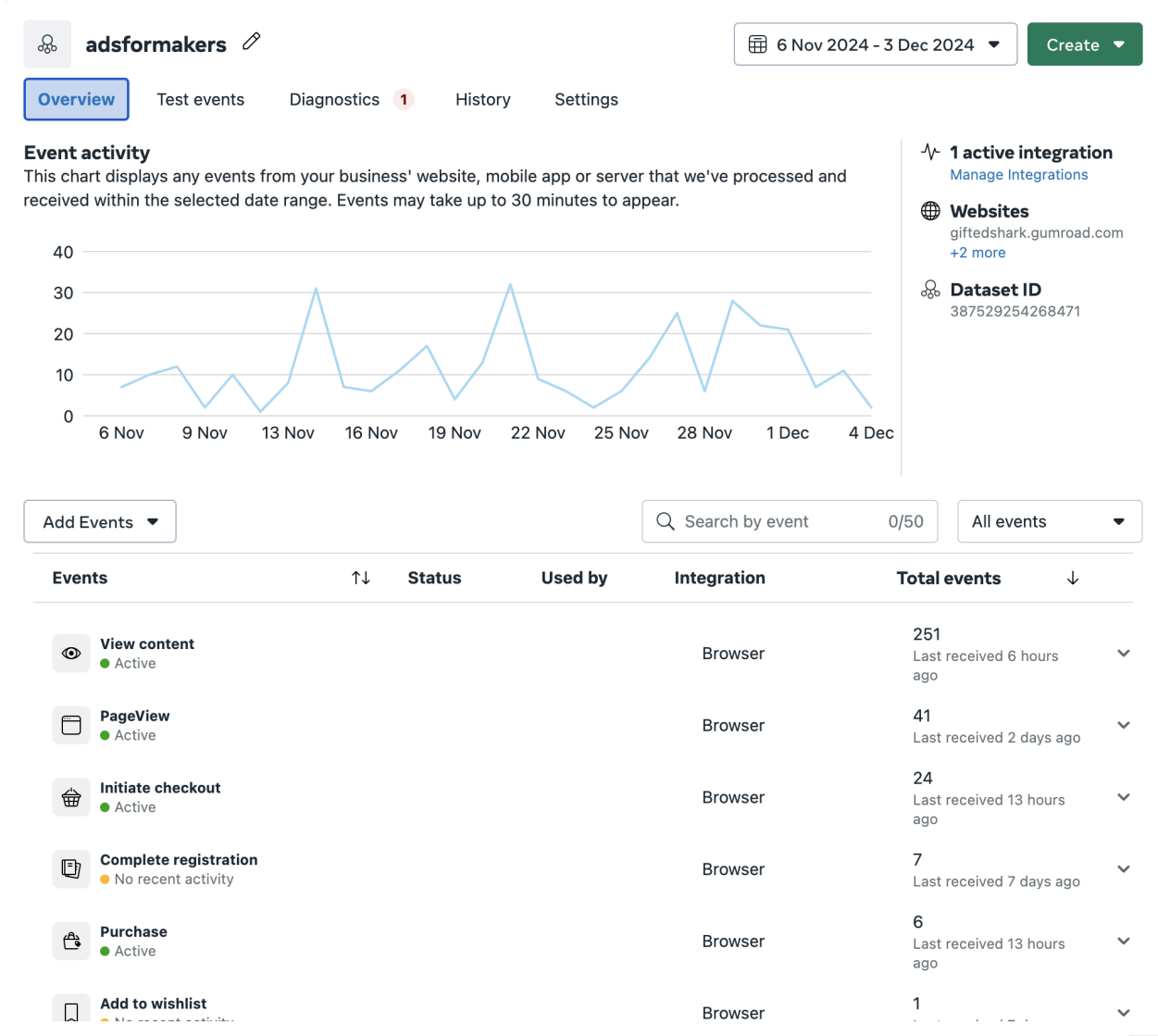
- ☐  Add to cart
- ☐  Initiate checkout
- ☐  Lead
- ☐  Purchase
- ☐  Add payment info
- ☐  Add to wishlist

Cancel Confirm

And that's it!

The Pixel will start sending events that can be used in your campaigns. Keep in mind that the Pixel will fire on EVERY configured event, not just those coming from campaigns’ users. This means that the more events the Pixel will record, the better, and the training will help Facebook in understanding how your conversions work and what kind of users trigger them.

You’ll be able to see all the events in the OVERVIEW tab of the pixel:











AUDIENCES

Once you have a pixel and the CAPI properly configured, you'll be able to create audiences based on events happening on your website or app.

This is a very powerful feature but you need a good amount of events to create a targetable audience.

You can see here, I have several events set up.

Some of them are DEFAULT events, some of them are CUSTOM EVENTS.

Events	↑↓	Status	Used by	Integration	Event match quality	Total events	↓
 PageView ● Active				Multiple ⓘ	ⓘ	1.3M Last received 19 minutes ago	▼
 Purchase ● Active				Multiple ⓘ	ⓘ	120.8K Last received 20 minutes ago	▼
 Lead ● Active				Browser		43.7K Last received 21 minutes ago	▼
 Add to cart ● Active				Browser		38.2K Last received 21 minutes ago	▼
 NewUserSignUp ● Active				Browser		29.6K Last received 19 minutes ago	▼
 Start Trial ● Active				Browser		24.9K Last received 22 minutes ago	▼
 Complete registration ● Active				Browser		106 Last received 6 hours ago	▼
 BookReservation ● Active				Browser		167.5K Last received 19 minutes ago	▼

default events

Pixel + CAPI

Good amount of events

custom events

I have enough events (meaning potential customers) to create AUDIENCES for PURCHASE, ADD TO CART and my custom event BOOKRESERVATION.

Let's go to AUDIENCES and create the audience.

Choose a custom audience source

Connect with people who have already shown an interest in your business or product.

Your sources

☒ Website

☐ Customer list

☐ App activity

☐ Offline activity

☐ Catalogue

Meta sources

☐ Video

☐ Instagram account

☐ Lead form

☐ Events

☐ Instant Experience

☐ Facebook Page

☐ Shopping

☐ On-Facebook listings

Cancel

Next

Create a website Custom Audience

Include Accounts Centre accounts who meet ANY of the following criteria:

Source

Events

Audience retention

days

Refine by

Include more people

Exclude people

Audience name

11/50

Description · Optional

0/100

Back

Create audience

choose the event...

You can exclude other audiences

Now I can use those audiences in my campaigns:

Custom Audiences ⓘ

Create new ▼

Q Search existing audiences

All

Lookalike Audience

Custom Audience

Add to cart

Website

Completed Registration

Website

New Signups

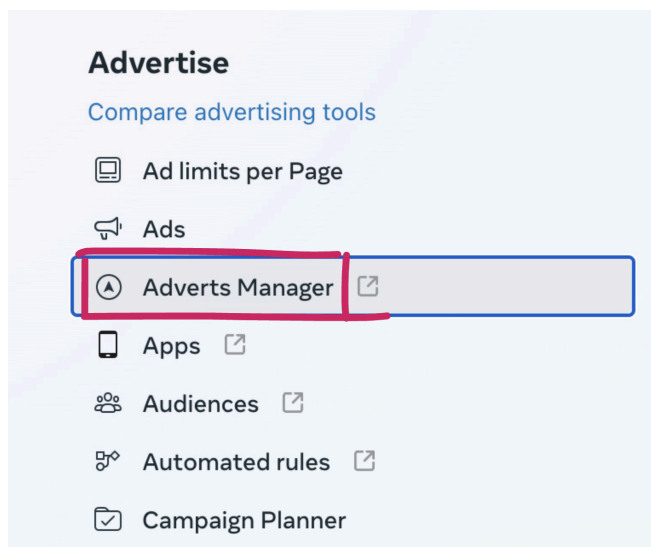
Website

<https://www.jonloomer.com/conversions-for-meta-advertising-checklist/>

We'll talk later about audiences we don't need for our very first campaign. I just wanted to show you another good reason to have your pixel in place.

THE FIRST CAMPAIGN

The Business Manager is the center of everything when you're creating Facebook and Instagram paid campaigns. Over the years, it has become extremely complex, consisting of both old and new parts. In your daily activities, your interactions will primarily occur in one tool: the Ads Manager (recently renamed to Adverts Manager).



Here's an example of a "populated" Ads Manager, where all your campaigns live:

The screenshot shows the Facebook Ads Manager interface. At the top, there's a 'Campaigns' header with a search bar and filters like 'All ads', 'Had delivery', 'Active ads', and 'More views'. Below this is a 'Search and filter' section. The main content area has three tabs: 'Campaigns' (labeled 1), 'Ad sets' (labeled 2), and 'Ads' (labeled 3). The 'Campaigns' tab is active, showing a table of 66 campaigns. The table has columns for 'Off/On', 'Campaign', 'CPM (cost per 1,000...)', 'Reach', 'Frequency', 'CTR (all)', 'Link clicks', 'CPC (all)', and 'Purchase ROAS (return on ad...)'. The table is sorted by CPM. The bottom of the table shows 'Results from 66 campaigns' with summary statistics: CPM \$11.72, Reach 304,507, Frequency 2.92, CTR 1.05%, Link clicks 4,774, CPC \$1.12, and Purchase ROAS 0.44.

Off/On	Campaign	CPM (cost per 1,000...)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)	Purchase ROAS (return on ad...)
<input type="checkbox"/>		\$24.12	2,863	1.96	0.59%	30	\$4.10	—
<input type="checkbox"/>		\$6.44	3,959	1.25	0.52%	22	\$1.23	10.39 [2]
<input type="checkbox"/>		\$8.77	16,335	2.48	0.57%	224	\$1.55	3.34 [2]
<input type="checkbox"/>		\$5.01	33,704	3.63	1.44%	567	\$0.35	7.47 [2]
<input type="checkbox"/>		\$19.87	2,501	1.75	1.55%	14	\$1.28	—
<input type="checkbox"/>		\$42.27	1,254	1.64	2.77%	18	\$1.53	—
<input type="checkbox"/>		\$18.98	3,946	2.08	1.18%	39	\$1.61	0.22 [2]
<input type="checkbox"/>		\$27.45	2,598	2.20	1.89%	45	\$1.45	—
<input type="checkbox"/>		\$18.72	3,059	1.80	1.76%	33	\$1.06	16.94 [2]
<input type="checkbox"/>		\$28.28	1,723	2.18	2.35%	27	\$1.21	42.23 [2]
<input type="checkbox"/>		\$19.99	2,350	1.66	1.34%	22	\$1.50	—
<input type="checkbox"/>		\$29.07	1,387	1.97	1.10%	9	\$2.64	0.44 [2]
Results from 66 campaigns		\$11.72 Per 1,000 Impressions	304,507 Accounts Centre acc...	2.92 Per Accounts Centre ...	1.05% Per Impressions	4,774 Total	\$1.12 Per Click	— Average

You'll get acquainted very quickly with the Ads Manager, as only 20% of its functionality will give you 80% of what you need. You can already see the structure of the campaigns (campaign level (1), ad set level (2), ad level (3)) in the main tabs.

Let's dive into the creation of your first campaign.

CAMPAIGN LEVEL

Click that beautiful [+ Create] button.

You'll see the campaign objective selection window:

Create new campaign

New ad set or ad

×


Buying type

Auction

▼


Choose a campaign objective

☐




Awareness

☐




Traffic

☐




Engagement

☐




Leads

☐




App promotion

☒



Sales



Sales

Find people who are likely to purchase your product or service.

Good for:

Conversions

Catalogue sales

Messenger, Instagram and WhatsApp

Calls

[About campaign objectives](#)

Cancel

Continue

There's a lot to say here and there's no need to explain every single feature. The audience of this book is mainly composed of indie hackers and solopreneurs, therefore I'll focus on the "right tools for the job".

Unless you have a native app to promote, or you have specific needs in terms of reach and awareness (you don't, trust me), we will focus on SALES campaigns.

Once you start the creation of your campaigns, Facebook might suggest using an Advantage+ shopping campaign.

Choose a campaign setup



Create your sales campaign using a tailored and streamlined setup, or manually build your campaign. Suggestions may vary based on your recent ad account activity.

Streamlined

Tailored

Best practices



Advantage+ shopping campaign

Maximise performance and reach valuable audiences with a simplified setup. Preset settings include placements, age and more.



Why am I seeing this suggestion?



This setup is based on your ad account information and activity. It may be based on things such as:



Retail

Your industry is based on your Page information and other factors



Meta pixel

You have an active Meta pixel in Events Manager

Manual setup



Manual sales campaign

Create a sales campaign from scratch using the standard setup.

Back

Continue

Wherever is the product or service you're selling, I suggest doing a manual sales campaign to have the maximum control and learn the mechanics of Facebook's campaigns. Advantage+ SCs don't give you controls at the ad set level, and this is something we want to keep in our hands, at least for now.

We'll talk more about Advantage+ SCs, later in the book.

Choose a campaign setup


Create your sales campaign using a tailored and streamlined setup, or manually build your campaign. Suggestions may vary based on your recent ad account activity.


⚡ Streamlined

📊 Tailored


★ Best practices

☐


 **Advantage+ shopping campaign** ⚡
Maximise performance and reach valuable audiences with a simplified setup. Preset settings include placements, age and more.

 **Why am I seeing this suggestion?**

This setup is suggested based on your ad account information and activity.

 **Manual setup**

☒

 **Manual sales campaign**
Create a sales campaign from scratch using the standard setup.

Back

Continue

The 3 levels will be very visible on the left side.
Let's dive in the first one, the **campaign level**.

Well, there's not much to say about the campaign level. A campaign is a container for your ad sets and ads, not much more. Name them according to their role and goals, just for the sake of organization because you might have a significant amount of them at some point and want to be able to identify them.

We'll look later into structuring our account with TEST and PRODUCTION campaigns, but for the time being let's just pick a nice name and look only at one thing here:

Advantage campaign budget +

Off 

Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [About Advantage campaign budget](#)

The Advantage campaign budget (formerly known as CBO, campaign budget optimization), is a feature that lets Facebook automatically distribute your budget among best performing ad sets. We will use it at some point, but for this campaign we will keep it off and work in a mode called ABO (Ad set budget optimization), as we want to manually control the budget in every ad set.

There are some other settings, like the special ad category, we won't indulge with them right now. Those are to be considered if we are dealing with political campaigns, social ads, job or credit ads.

To the next step, the ad sets.

AD SET LEVEL

CONVERSION

The first settings to set up are about the conversion location, the goal, the data set and the conversion event.

The **CONVERSION LOCATION** will most likely be a website for you, where you have a thank you page or whatever hook that will trigger the PURCHASE event.

Conversion location

Choose where you want to drive sales.

[About conversion locations](#)

- ☐ Website and shop
We'll automatically send people where we think they're most likely to convert: your website or your shop on Facebook or Instagram. [About Shops ads](#)
- ☒ Website
Drive sales and conversions on your website.
- ☐ App
Drive sales and conversions in your app.
- ☐ Website and app
Drive sales and conversions on your website or app.
- ☐ Messaging apps
Drive sales and conversions through Messenger, Instagram and WhatsApp.
- ☐ Calls
Drive sales and conversions through phone calls.

Performance goal ⓘ

Maximise number of conversions ▼

Dataset ⓘ

EzAds Test Pixel ▼

Conversion event ⓘ

Purchase ▼

Cost per result goal · Optional

\$X.XX

USD

Meta will aim to spend your entire budget and get the most purchases using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

The **PERFORMANCE GOAL** will always be “**Maximize number of conversions**” even though the recent addition of the ROAS optimization “Maximize value of conversions” gave advertisers a nice angle. We can now tell Meta our desired ROAS and the algo will work for us to get that value.

As it happens on Google Ads, this conversion optimization requires A LOT of GOOD data. You can’t simply put some 4.5X ROAS and expect Facebook to make you rich.

In my experience I still couldn’t find a way to outperform the max n. of conversions goal, switching to a max. Value, but as of the time of writing, I’ve a couple of accounts that are ready to test the switch again given the fact that they have a good amount of conversions.

Once again, you’d probably stick with “Maximise number of conversions” for a long time before having to deal with this.

Performance goal ⓘ

Maximise number of conversions ▼

Conversion goals

☒ Maximise number of conversions
We'll try to show your ads to the people most likely to take a specific action on your website.

☐ Maximise value of conversions
We'll try to show your ads to the people most likely to generate higher value for your business.

Dataset

The dataset is your pixel. We already saw how to install it, go back to that paragraph if you didn’t already.

Conversion event

The conversion event is what you want your customer to do eventually on your website. You want to purchase something from you, then it'll be PURCHASE. Remember, optimization requires data. If you have 0 purchases, Facebook will have a hard time helping you so you need to accumulate data points and you might need to use a conversion event higher in the funnel like add to card or initiate checkout. DO NOT OPTIMIZE FOR LINK CLICKS. NEVER. You can optimize for events upper in the funnel, in order to get more meaningful conversion events if purchases won't be so frequent.

Cost per result goal

Don't bother about this right now. If you already have something in mind, you can put it here and help Facebook already but it should be something realistic. Better to not touch it if you're absolutely clueless about your desired cost per result/actions.

Attribution Window

If you click on "Show more options" you will see the attribution window data. This is quite a complex topic and I suggest leaving it in the default status.

Attribution inside Meta is quite a controversial topic and we will see that a lot of events are attributed but not really happening.

The general rule is that longest conversions require longest attributions. If you sell something that might require only 1 interaction with the landing page, you could potentially rely on the 1 day click attribution but I don't see many products belonging to this quick sell category, so I would stick with a longer attribution window.

Attribution setting ⓘ

Click-through ⓘ

7 days ▼

Engaged-view (for video only) ⓘ

1 day ▼

View-through ⓘ


1 day ▼

The 1 day click is ok for those conversions with no monetary value, like a specific page view, a pdf download or a form. Usually users don't need to think about taking these actions and rather convert immediately.

So, general rule:

- SELLING STUFF? Longer window (7 days view)
- EASY AND IMMEDIATE CONVERSION? (1 day click)

BUDGET & SCHEDULE

 **Budget & schedule**

Budget ⓘ

Daily budget ▼


\$20.00


USD

You'll spend an average of \$20.00 per day. Your maximum daily spend is **\$35.00** and your maximum weekly spend is **\$140.00**. [Learn more.](#)

Schedule ⓘ

Start date

 25 November 2024

 11:47 EST

End date

☐ Set an end date

[Hide options](#) ▲

Budget scheduling ⓘ

☐ Increase your budget during specific time periods

View ▼

Ad scheduling ⓘ

☐ Run ads on a schedule

The budget is a delicate topic. We decided to create an IN DEPTH section for it, but it's important to master a couple of concepts before diving into a campaign.

The money that will be spent in our campaign has different GOALS and SCOPES:

- 1) If we are validating or testing, it should be an amount that will give us a significant number of impressions to make a decision. If our CPM is 10\$ and we want to test an ad with at least 5000 impressions, then we will need to spend 50\$.

- 2) If we want conversions, we need to be realistic with our CAC (the cost to acquire a customer) and the amount of interactions that are needed to get there. So, yes, we need more budget.

Let's not spend too much time here on this topic, as I said there will be a nice IN DEPTH on budget for the advanced stuff.

Most likely, as of now, you won't have much budget to start with. For most campaigns, starting with 15\$ or 20\$ per day is absolutely fine. I'm taking as a benchmark the US. Europe is cheaper (except UK) than US, Germany is cheaper than US, Brazil is way cheaper than the US.

Depending on your target market, you can adjust your daily budget.

My rule is:

- 1) For TESTING CAMPAIGNS, I need enough budget to test creatives to a minimum of 2000 impressions to an ideal of 5000/7000 impressions. If you have 20\$ a day you can't test 50 creatives, but still a fair amount of them. Less budget means more time to test a creative, which is not per se a bad thing since your time window will be longer and you'll avoid bias.

Once you'll get your average CPA, you'll be able to calculate this more scientifically.

- 2) For PRODUCTION CAMPAIGNS an ideal daily budget can go for 3X the CPA (cost per action) to whatever makes sense economically for you. If I spend 30\$ to sell a unit of my product, I invest 90\$ per day.

AUDIENCE CONTROLS & ADVANTAGE+ AUDIENCES

Meta introduced a plethora of "plus" things lately, to an extent that is hard to understand what does what.

Years ago, going after interests was the thing, because Facebook had a lot of data on users (or at least Interest targeting was working).

Now with all the privacy measures introduced by browsers and iOS, we have to trust the Meta algorithm, and I have to say it works quite well.

In the "Audience Controls" part, you can include or exclude custom audiences. Will discuss them in the "Advanced audiences" section.

When starting you need to work with a BROAD AUDIENCE since you don't have any previous data. Once we'll have more data, we will be able to create AUDIENCES to exclude or to target with specific campaigns.

✓ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

ⓘ You can set audience controls for this ad account to apply to all campaigns.

[See audience controls in Advertising settings](#)

Use saved audience ▼

* Locations ⓘ

Included location:

- Switzerland

[Hide options ▲](#)

Minimum age ⓘ

18

Exclude these custom audiences ⓘ

🔍 Search existing audiences

Languages ⓘ

All languages

When testing, you can always create some interest based audiences and see how they perform. You can have a BROAD ad set and an INTERESTS based audience, and let them run against each other to see what works.

Although, if you wish to test creatives, a BROAD audience is usually the best choice.

A broad audience is an all genders, no age limit and no interest audience. Basically no settings changed.

✓ Advantage+ audience ✦

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

Custom Audiences ⓘ

Create new ▼

🔍 Search existing audiences

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviours

Suggestions Browse

Save audience

[Switch to original audience options](#)

PLACEMENTS

I suggest applying the same principle that is valid for the audience to the placements as well.

The topic of placements is quite complex, and most marketers are taking advantage of the automation with good results.

However, some marketers prefer to keep this in manual mode:



Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.



Run a 4-day A/B test to compare manual against Advantage+ placements

Devices

All devices

Platforms



Facebook



Instagram



Audience Network



Messenger

Asset customisation ⓘ

21/20 placements that support asset customisation

Placements



Feeds



Get high visibility for your business with ads in feeds

Facebook Feed



Facebook profile feed



Instagram feed



Instagram profile feed



Facebook Marketplace



Facebook video feeds



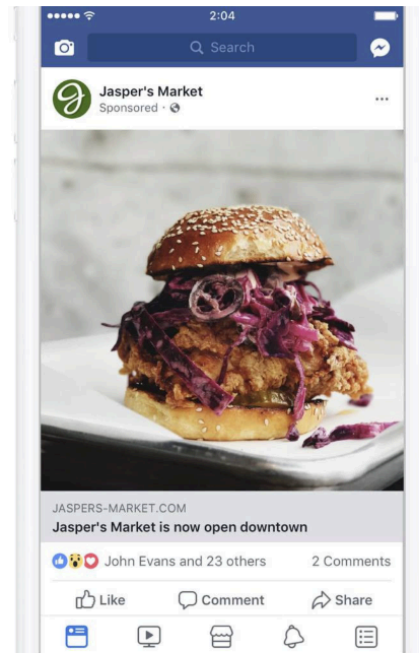
Facebook right column



Instagram Explore



Instagram Explore home



Feeds

We recommend square (1:1) images

There are three main reasons for this choice:

1. **Some placements require specific types of creatives.** For example, reels or stories, or even the right column (one of the most controversial placements). If

we can't provide an appropriate creative, Facebook will adapt your existing image or video with controversial results. If you want to give Facebook more freedom, you need to ensure you can provide all the formats needed.

2. **A few placements have historically had a bad reputation.** The aforementioned right column or the audience network (ads placed inside mobile apps, for example). Marketers often exclude them from their campaigns to avoid wasting the budget.
3. **Skilled marketers like to leverage some placements with lower CPM** (cost per thousand impressions) to gather more impressions and increase the chances of conversions. In some niches, Reels or Stories might be cheaper, giving you more impressions. With some other types of products, you could get incredible results from the marketplace placement.

There are also two important downsides to highlight here:

1. Facebook has an inventory of placements that need to be filled every time there's an auction. The way the auction works is complex, but if you limit your placements too much, you might miss opportunities for conversions and potential clients. Also, prices are not always the same, and what might work for you today in terms of results and cost might not work in two weeks, or it could become extremely expensive. This leads me to point 2.
2. **To make any decisions about placements, you'll need enough data and budget spent.** You will also need to read the data, understand what you see, and be reactive if things change drastically.

I suggest two possible paths to start with:

- 1) Use Advantage+ placements without any exclusion
- 2) Use manual placements but exclude only the audience network.

Let's finally go to the ad level.

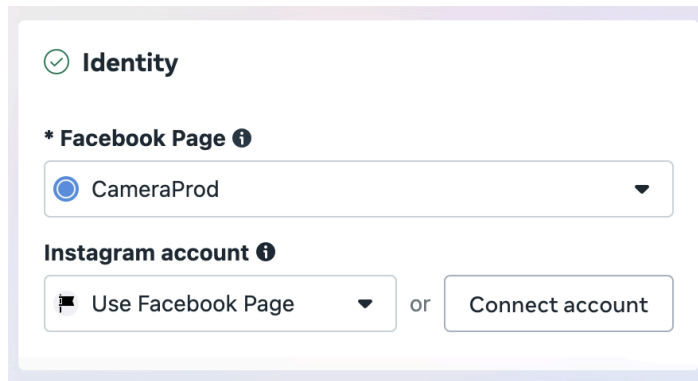
AD LEVEL

At the time of writing of this section, Meta has just introduced another change in the UI. By the time you'll read this, things might have changed already a couple of times but I guess the main principles will stay the same.

I'll update this section as soon as possible to keep up with the changes.

This said, let's see how to create our ads.

The first part is the account connection, just connect your Facebook page and Instagram account. If you don't have an Instagram account, Meta will use your Facebook page as a ghost page, so don't worry.

A screenshot of the 'Identity' setup screen in a Meta advertising interface. At the top, there is a green checkmark icon followed by the word 'Identity'. Below this, there is a section titled '* Facebook Page' with an information icon. Underneath, a dropdown menu shows 'CameraProd' with a blue circle icon and a downward arrow. Below that, there is a section titled 'Instagram account' with an information icon. Underneath, there are two options: 'Use Facebook Page' with a flag icon and a downward arrow, followed by the word 'or', and then a button labeled 'Connect account'.

After the page setup, we can start choosing the type of ad and input our assets. I won't spend time with the Catalog ads right now, since most likely you won't have a catalog.

On the format, you can choose the flexible one, or just create a single image/video or a carousel manually. In the beginning stick with the single ad, so you have more control and you learn faster.

When you start the creation, you'll (probably) see a wizard like this:

The screenshot shows the 'Text' setup screen in the Facebook Ads interface. On the left, a sidebar titled 'Set up your media' contains options: 'Creative setup' (checked), 'Text' (selected), 'Add media', 'Crop', 'Generate images', and 'Optimise' (checked). The main area is titled 'Text' and includes a sub-header 'Add multiple text options and we'll show the one that we predict will perform best when your ad is delivered.' Below this, there are three main sections: 'Primary text' with a text input field and an 'Add text option' button; 'Headline' with a text input field and an 'Add headline option' button; and 'Description' with a text input field. A 'Call to action' dropdown menu is at the bottom, currently set to 'Learn more'. A 'Generate variations' button is located within the 'Primary text' section. A 'Cancel' button and a 'Next' button are at the bottom right.

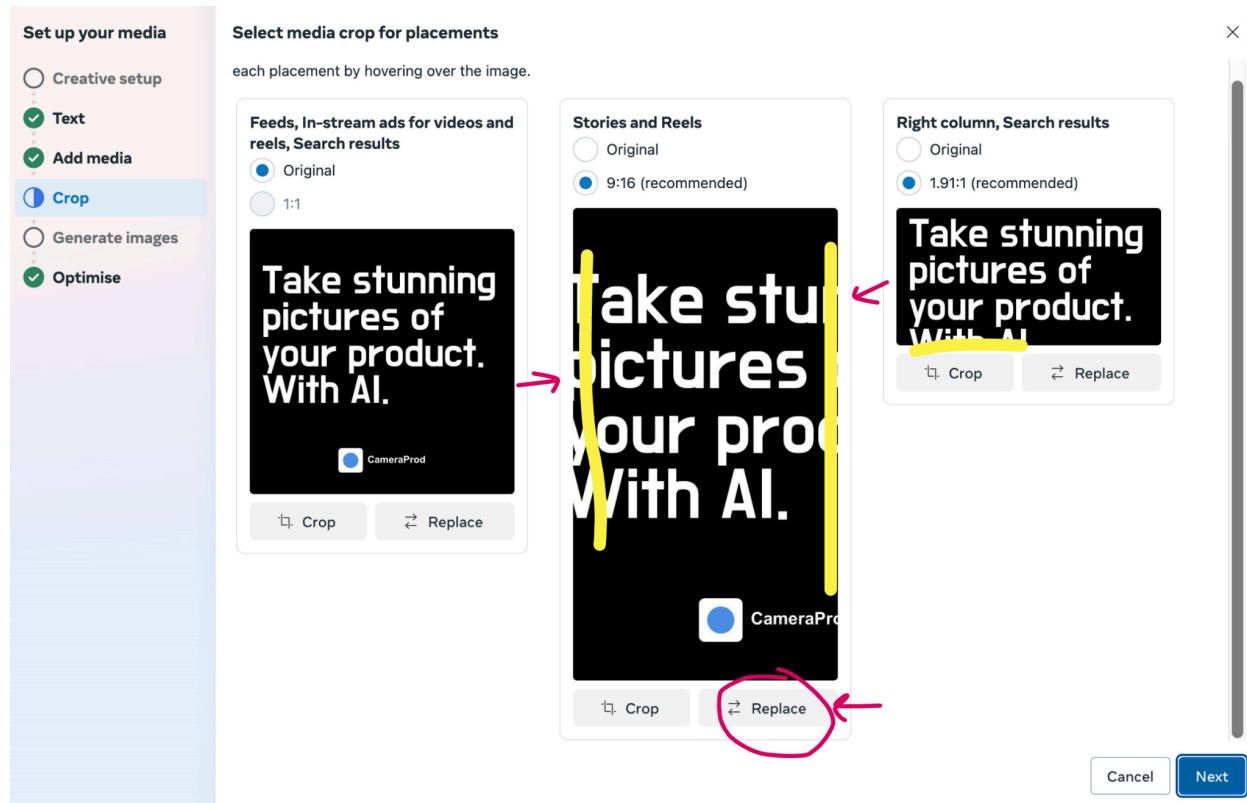
Even if the screen will be different for you, you basically have 3 textual parts to fill: primary text, headline and description.

It's pretty straightforward, but I want to give a couple of recommendations:

1) Put as much text as you can, as long as you're not creating headlines just for the sake of it. They might make sense and explore the same concept. If you have different concepts, create different ads, so you can track which one works.

You have multiple inputs for the Primary Text and the Headlines, Facebook will test those for you.

2) As for images, You'll need at least 2 versions for every image, the 1:1 and the 9:16. Remember to upload both to avoid your images to be cropped in an odd way. You can also upload a specific version for the right column and search results placements.



TYPE OF ADS

As you might already know, there are several types of ads, each with different flavors and twists depending on the messaging, hook, and other factors.

To simplify this, let's use a (non-exhaustive but good enough) table for better clarity:

	PROS	TYPE OF CREATIVE	DIFFICULTY
Static Image	Quick and inexpensive to produce, easy to test and iterate	<p>Educational content, straightforward product promotions, and targeting older demographics.</p> <p>How-to banners, testimonial graphics, problem vs. solution ads</p>	LOW
Video	Highly engaging, better for storytelling, and showing product in use.	<p>Highly engaging, better for storytelling, and showing product in use.</p> <p>Complex products, detailed demonstrations, and capturing attention quickly.</p> <p>Also good for longer storytelling (but don't go too far)</p>	MID -> HIGH
Carousel	Showcase multiple products or features, interactive.	<p>Best For: E-commerce, feature highlights, and multiple product promotions.</p> <p>Product showcases, step-by-step guides, slide-show ads, feature comparisons.</p>	MID
Story/Reel	Different distribution/fruition, short format	<p>Authentic, relatable, and trusted by consumers. Most users use only stories on social.</p> <p>Building trust, showing real-life use, and creating a bond with users.</p>	LOW -> HIGH

Creating static images is easier and requires fewer resources, but they need to be highly effective and on target. A scrappy video, if on target and with the right hook, can leverage the "movement" factor and attract more users.

We should test and leverage both for the initial stages of the awareness journey.

Please don't worry too much about the quality of the ads and I'm telling you this for several reasons:

1) If you're not skilled at graphic design and videomaking, your final ad might look too amateurish and get a negative reaction. Better something "ugly and spontaneous" than something that became ugly because you spent hours on tweaking it but you have no idea about what good visual design is.

2) Social media is full of UGC (user-generated content). This is one of the most powerful types of ads, and users might unconsciously flag your polished ad as too polished and ignore it.

3) You won't have a large budget and can't test extensively, at least initially. This means you need to iterate quickly between different versions of your creatives. If it takes a week to change something in your ad, you won't be able to achieve much with Facebook ads.

DESTINATION


Most likely you'll drive users to a landing page. Just put your website here and do not worry about the other settings:

✓


Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

☒

 Website
Send people to your website.

* Website URL ⓘ

 Preview URL


[Build a URL parameter](#)

Display link


Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.


☒

 None
Don't add a button.


☐

 Call ⓘ
Add a call button on your website.


☐

 WhatsApp
Add a WhatsApp button on your website.

☐

 Instant Experience
Send people to a fast-loading, mobile-optimised experience.

☐

 Facebook event
Send people to an event on your Facebook Page.

TRACKING

This is extremely important. Make sure your ad is set to track your “Website event” with the right pixel.

Tracking

Track event data sets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

☒

Website events

adsformakers

Dataset ID: 387529254268471

☐

App events

☐

Offline events

[Edit tracked offline event sets](#)

You no longer need to select a domain for your web events. There's nothing that you need to do for this change.

[Learn more](#)

URL parameters • Optional

utm_content={{ad.name}}

Values previously set

We will store your campaign, ad set and ad names when you publish this ad, and will use them during replacement. You can still edit your URL field and names after publishing, but they will always refer to the original names.

[Build a URL parameter](#)

Don't trust Facebook.

And this has nothing to do with privacy, fake news or anything similar.

This is about the data. Facebook lies, on conversions, clicks and other stuff. And they will tell you they "modeled" the data. Since they can't give you exact figures they guess and forecast.

Don't get me wrong, it's not that bad, but if you want a more precise overview of what is happening in your campaigns, you can't go solely with the Facebook reporting.

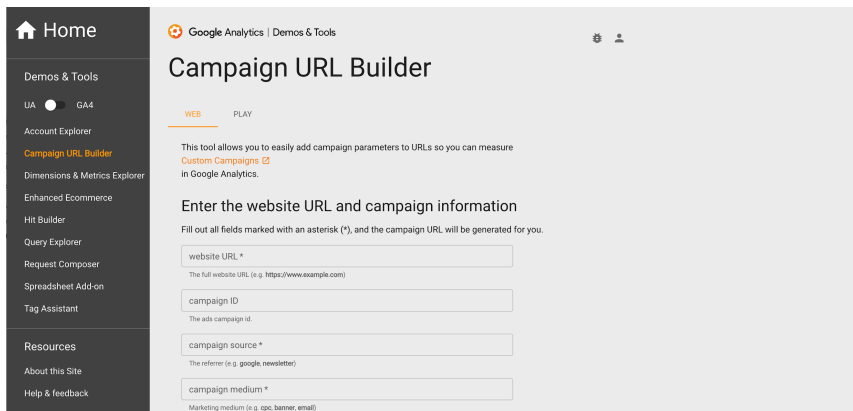
If you really want to judge the quality of your traffic, double check Facebook's numbers and troubleshoot any possible issue, you need to have some kind of analytics on your landing page.

We can generate and attach a UTM to our campaign to be able then to see the behaviour of users coming from the campaign in our analytics. The UTM could be anything you want and even generated dynamically by Facebook.

I prefer creating my UTMs manually.

If you need help and want to avoid typos, you can use this tool:

<https://ga-dev-tools.google/campaign-url-builder/>

The image shows the 'Campaign URL Builder' tool from Google Analytics. On the left is a dark sidebar with a 'Home' icon and a list of navigation items: 'Demos & Tools', 'UA' (selected), 'GA4', 'Account Explorer', 'Campaign URL Builder' (highlighted in orange), 'Dimensions & Metrics Explorer', 'Enhanced Ecommerce', 'Hit Builder', 'Query Explorer', 'Request Composer', 'Spreadsheet Add-on', 'Tag Assistant', 'Resources', 'About this Site', and 'Help & feedback'. The main content area has a header 'Google Analytics | Demos & Tools' and a title 'Campaign URL Builder'. Below the title are tabs for 'WEB' (selected) and 'PLAY'. A descriptive text states: 'This tool allows you to easily add campaign parameters to URLs so you can measure Custom Campaigns in Google Analytics.' The main section is titled 'Enter the website URL and campaign information' and includes a note: 'Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.' There are four input fields: 'website URL *' (with a hint 'The full website URL (e.g. https://www.example.com)'), 'campaign ID' (with a hint 'The ads campaign id.'), 'campaign source *' (with a hint 'The referrer (e.g. google, newsletter)'), and 'campaign medium *' (with a hint 'Marketing medium (e.g. cpc, banner, email)').

And then copy and paste in your ad tracking field (or use the tool Facebook provides). You can even use dynamic parameters. I use them to see the placements in the analytics:

Tracking

Track event data sets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

☒ Website events

adsformakers

Dataset ID: 387529254268471

☐ App events

☐ Offline events

[Edit tracked offline event sets](#)

You no longer need to select a domain for your web events. There's nothing that you need to do for this change.

[Learn more](#)

URL parameters

```
utm_source=Facebook&utm_medium={{placement}}&utm_campaign=Miniremi+-PROSPECT&utm_content=Ad_1_UGC
```

[Build a URL parameter](#)

Build a URL parameter

Fill in the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter, such as ID={{ad.id}}. [Learn more](#)

Campaign source

Facebook

To identify the source of traffic, e.g. Facebook, Instagram, a search engine or another source.

Campaign medium

{{placement}}

To identify the advertising medium. For example, "banner", "email", "Facebook_Feed" or "Instagram_Story".

Campaign name

MiniRemi - PROSPECT

To identify a specific promotion or strategic campaign. For example, "summer_sale".

Campaign content

Ad_1_UGC

To differentiate ads or links that point to the same URL. For example, "white_logo", "black_logo".

Add Parameter

Parameter preview

```
utm_source=Facebook&utm_medium={{placement}}&utm_campaign=Miniremi+-PROSPECT&utm_content=Ad_1_UGC
```

Cancel

Apply

It's then easy to find the campaign in Google Analytics (or any other analytics tool you might use):

mini		Rows per page: 10 1-1 of 1						
Session campaign +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
		32 30.77% of total	37 22.98% of total	20 25.32% of total	28s Avg +50.62%	0.63 Avg -17.72%	4.95 Avg -17.65%	54.05% Avg +10.16%
1	MiniRemi - PROSPECT	32	37	20	28s	0.63	4.95	54.05%

Once you find your campaign, you can double-check the number of users who landed, see the time spent on the page, visualize their funnels in the website/app, and access more precise data on conversions and their value.

We will discuss these topics in detail in the IN-DEPTH section. We will be able to track the user journey, understand pitfalls in the path to conversion, and learn to adjust our ads to improve our return on ad spend.

HOW TO CREATE ADS

I'll never grow tired of saying that an ad should be something people will like to click. Not comment, not share, not create doubts. Your goal is to make them click on the call-to-action and hopefully make a sale out of it.

This is easier said than done.

But if we follow some simple rules, we can make sure that users will click on our ads and get to the landing page. Then, it'll be our product that will have to do his part, with the right amount of information, the right pricing and of course the right market fit. Selling something that nobody wants is extremely difficult.

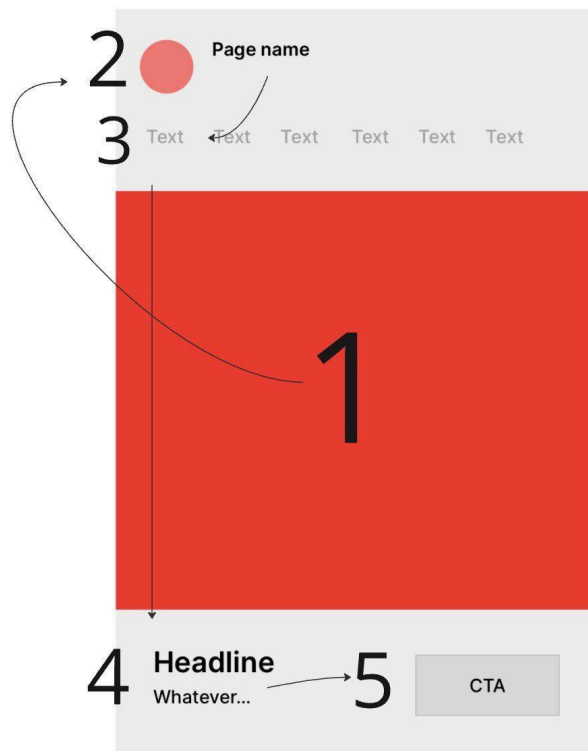
Every ad we create must stop the scroll and capture attention. To achieve this, we tap into a primitive part of the brain that responds to impulses.

The very first "hook" should appeal to your users' primal instincts as human beings. This is why an attractive woman or a muscular man often works well, regardless of the goals or products.

But beyond just capturing attention, you need to drive users to click.

Ads have a visual structure that should follow this pattern:

- 1) Visual – does 90% of the job
- 2) Avatar & Page Name – more important than you think.
- 3) Text – keep it concise but intriguing, in line with what's in the image
- 4) Headline - Remark the problem or the name of the product
- 5) CTA - Should be aligned with your goal and the type of the campaign



This counts mainly for static ads and carousel ads. For video ads, what we need is a very strong “first second”. We have a longer time to impress the user because of the nature of video itself. One second is 25/30 frames, meaning that we have more static images in a sequence to convince our audience.

After the quickstart, we will tackle immediately the IN DEPTH 0 on ad creation, but I want to give you a quick primer so you can launch your campaign immediately.

A proper setup would recommend a thorough research of your customers but you can speed up this process just by framing the problem you’re solving.

You're most likely solving a problem with whatever you're selling, could be software, makeup, a wallet or a service. You first need to sync with the customer and have a tiny light turning green in their brain.

What's the problem you're solving? Can you help with taxes? Epilation? Singing? **Just ask the customer if they are struggling with that very same problem.**

How can you do that? You can use different hooks:

Asking Questions: "Are you tired of [specific problem]?"

Highlighting Common Issues: "Struggling with [problem] every day?"

Using Relatable Scenarios: "Ever faced [specific situation] and didn't know what to do?"

Stating Alarming Facts: "Did you know that [problem] affects [large number/percentage] of people every year?"

Empathizing with the Audience: "We understand how frustrating [problem] can be."

Introducing a Common Dilemma: "Should you [do X] or [do Y] when facing [problem]?"

Identifying Symptoms: "If you're experiencing [symptoms], you might have [problem]."

Presenting Real-Life Examples: "Meet [Name], who struggled with [problem] for years before finding a solution."

Highlighting the Cost of Inaction: "Ignoring [problem] could cost you [specific consequence]."

Then you get into the next phase, the solution awareness. In most cases these two phases (problem and solution) can be used in the same ads, especially when budgets are tight and you don't want to have a long funnel.

Here are the hooks for the Solution Aware user:

Highlighting the Ease of Transition: "How ABC Company saved X hours a month on accounting... without any extra work."

Using a Case Study: "Meet Lisa, who turned her chaotic schedule into a streamlined process with our software."

Stating Clear Benefits: "Profitably drive awareness, leads, sales, and referrals—EVERYTHING you need to become a master of digital marketing."

Creating Urgency with Limited-Time Offers: "Join our training course today and get a 50% discount! Limited-time offer!"

Providing Strong Value Propositions: "Unlock the secret to doubling your productivity with our tool."

Empathizing with the Pain Point: "Tired of juggling multiple tools for your marketing needs? Our all-in-one platform has you covered."

Showcasing Unique Features: "Our software uses advanced AI to automate your tasks, saving you hours every week."

Demonstrating Proven Results: "Over 10,000 businesses have boosted their productivity by 50% with our solution."

YOUR FIRST ADS

Time to get your hands dirty, let's create a static image ad. Going into videos is definitely something more complex since we need a structure. We'll get there, but we need something to start with, and the single image ad is the lowest hanging fruit.

Premise: this is just ONE WAY to create an ad and the outcome depends on a lot of factors.

Let's say we want to advertise Posthog, a very good analytics and a/b testing software. We will use it to track the performance of the ads in the future.

Posthog has a strong visual identity that we can leverage, but the same concepts apply to any other product, even without that very precise branding.

Let's identify our ideal customer, first.

Sarah F.

Director of Product Management at a Series B SaaS company (150-300 employees)

ROLE & RESPONSIBILITIES:

- Leads a team of 6 product managers
- Responsible for product strategy and metrics
- Reports to CPO/Head of Product
- Manages tool budget of \$200-400K annually

KEY CHALLENGES:

- Data silos between different teams
- Increasing tool costs as company scales
- Need for faster decision-making cycles
- Team productivity lost in context switching

- *Pressure to prove product ROI*

DECISION DRIVERS:

- *Total cost of ownership vs value*
- *Ease of implementation/maintenance*
- *Team adoption rate*
- *Data reliability and accessibility*
- *Integration with existing tech stack*

FRUSTRATIONS:

- *Multiple tools create conflicting data*
- *Engineering resources needed for tool maintenance*
- *Complex enterprise pricing structures*
- *Poor visibility across user journey*
- *Difficult to get full buy-in from engineering*

GOALS:

- *Reduce time from insight to action*
- *Better align product and engineering teams*
- *Scale analytics with company growth*
- *Improve feature experimentation process*
- *Centralize product data and insights*

After that, let's focus on a couple of key challenges and let's frame the problem that we want to align with in the ads.

- **Data silos between different teams**
- **Increasing tool costs as company scales**
- **Need for faster decision-making cycles**

I want to have 3 type of ads:

- 1) Testimonial
- 2) Illustration
- 3) Only Text

Testimonial ads are extremely important for 2 reasons. If you have a picture of the person, you can improve your CTR. Meta itself suggests using people, and it's well known that creating eye contact between the character in your ad and the viewer will help your click-through rate.

The second reason lies in the nature of the testimonial ad.

Most users tend to judge based on reviews and feedback of other users. If your testimonial is an authority among your target audience, then you have a winner.

To date, I never saw anything performing as well as testimonial ads in any part of the funnel.

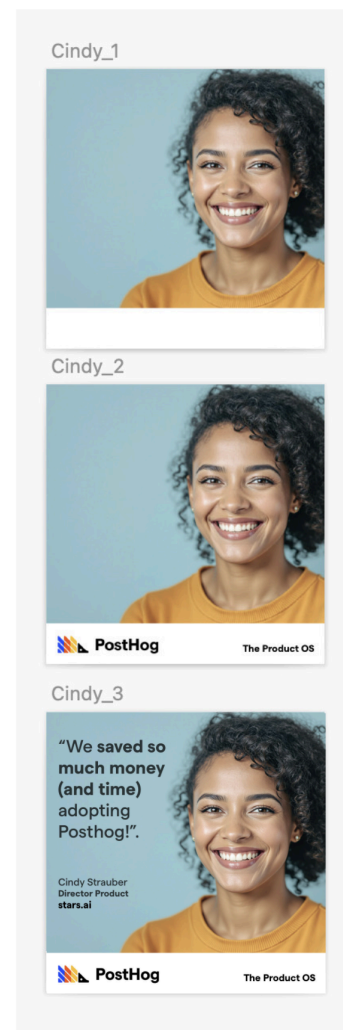
The second ad will be an illustration with a text and the third only very clear text.

Let's create the first ad:

Let's create the frame with our testimonial. Eye contact is a plus

Let's add logo and claim, without interfering too much

We add the copy, framing a solution to a problem that the potential customer has (save time and money) but we don't go too deep.



You can see how we tried to highlight a problem that is very well known to our target persona. Somebody could argue we are a bit too vague here, and we are not explaining enough what the product is.

So we might highlight a more specific feature or part of the product as part of the testimonial (as long as it's truthful and we are not plagiarizing or inventing something that was not said at all).

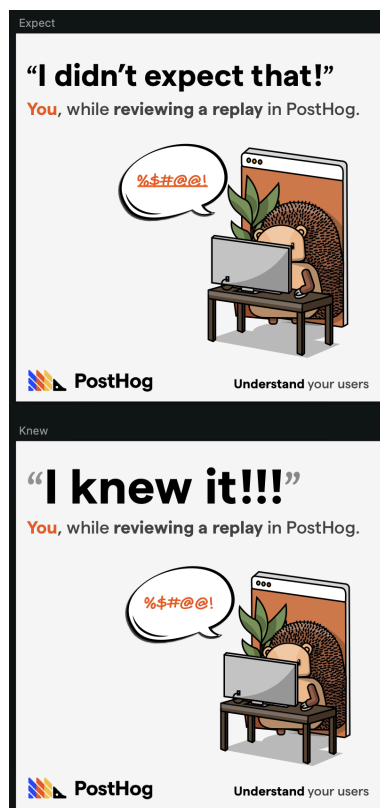
Cindy did mention also that they got clarity on the whole funnel, let's use that text as well in an alternative version:



The Product OS

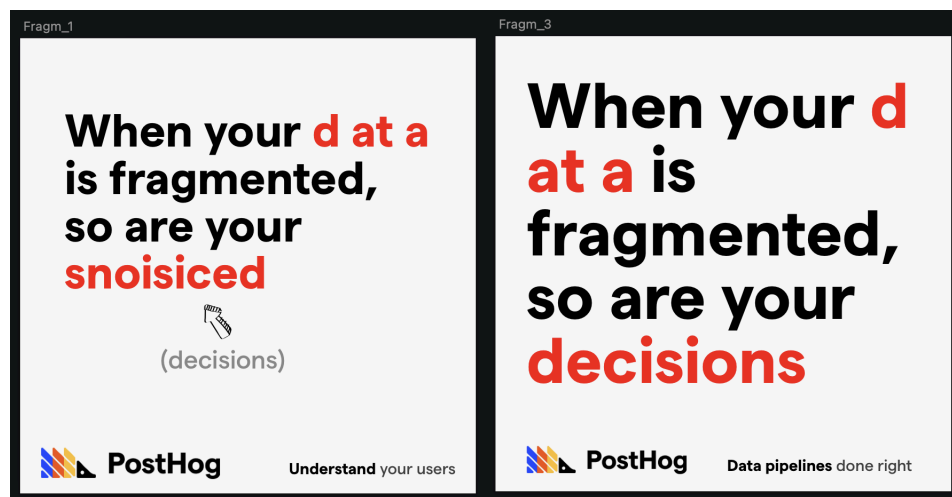
We'll let Facebook and the audience decide which one is better.

Let's work now on the illustration ad:



We utilize a feature (Replays) to hook the audience with a catchy exclamation. You'll notice how the main headline visually flows into the secondary one, where we emphasize the specific feature we're promoting. The visual layout is designed to guide the user's attention seamlessly toward the CTA in the lower right corner.

Lastly, we present a text-only ad, highlighting how PostHog addresses the data fragmentation challenges that many companies struggle with.




Notice how we use clear text and colors to grab the audience's initial attention, followed by playful and engaging wording to maintain their interest.

Now we have our three ads. While they don't focus on exactly the same feature or problem, they can coexist within the same ad set because the target audience is largely the same.

Remember, Meta can analyze the content within the visuals of your ads and will handle the audience matching for you.

You may have noticed that we skipped the textual elements—text, headlines, and descriptions are missing.

To illustrate this further, let me share an excellent example from an existing campaign for a product you might already know or use: CleanMyMac.

**CleanMyMac**
Sponsored
Library ID: 4630239417201245



...



We'll show you 3 hidden places on your MacBook. And they are all filled with forgotten files.

MacBook 512 GB

Before

After CleanMyMac






CLEANMYMAC.COM

The Big Cleanup Guide for Mac | 3 min read
Hidden media, archives, and more locations to declutter.



Learn more

This ad hints at some kind of guide, though I was redirected to a landing page to download the app. While that's not our primary focus here, the creative is excellent. The image immediately connects with the target audience: MacBook 512 GB owners, who often run out of storage space. The "before -> after" concept is effective, even though the desktop images are a bit too small. Nearly every Mac user can relate to this issue, as saving files to the desktop is both easy and common.

 **CleanMyMac**
Sponsored
Library ID: 1144756900593894

Make your world more organized next year. Activate CleanMyMac and get hooked on decluttering your files. These 25+ tools will make any Mac super tidy.


👉 BTW, this ad is your 20% discount. Don't miss out.

 CleanMyMac
Start 2025 without this

Don't Miss Your 20% Off

CLEANMYMAC.COM
Declutter the Messy Junk Bins of Chaos
Cancel anytime. Application is notarized by Apple.

Get offer

A classic hook: **"START THE NEW YEAR WITH {...}"**, or in this case, **"WITHOUT."**
The ad features a clean visual, a strong CTA with a 20% discount, and effective use of text and contrasting colors.

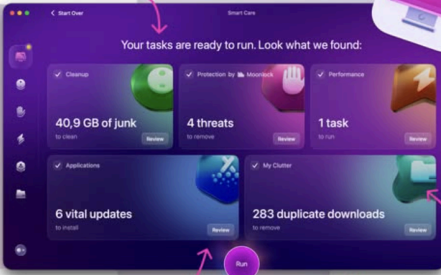
**CleanMyMac**
Sponsored
Library ID: 1090854029163817

So many things are happening behind the facade of your Mac. Unseen apps, battery leaks, processor overload — see the real picture with the new CleanMyMac.

Download the free version of the app 📲

Uncover millions of junk files

Cleanup +



Your tasks are ready to run. Look what we found:

✓ Cleanup 40.9 GB of junk To clean Review	✓ Protection by Microsoft 4 threats To remove Review	✓ Performance 1 task To run Review
✓ Applications 6 vital updates To install Review	✓ My Cluster 283 duplicate downloads To remove Review	

Run

Updates

Duplicates

CleanMyMac


CLEANMYMAC.COM

Download the free edition of CleanMyMac


Application notarized by Apple. Control health and performance of your MacBook.

Download


The third ad features a classic **DOWNLOAD CTA**, leveraging the **junk files** topic as a key motivator. It introduces a clever gamification concept around cleaning up junk files on a Mac, even though these files might not cause as much hassle as CleanMyMac suggests.

**CleanMyMac**
Sponsored
Library ID: 2934893373342491

Hey Mac users! This app will declutter your Mac for free: similar pics, duplicates, and 20 more types of clutter you've collected in 2024. You have 7 full days to use all the tools. At zero cost. 🧹🧹🧹

 CleanMyMac

I took **1,849** similar shots in 2024



and sorted them in 3 min

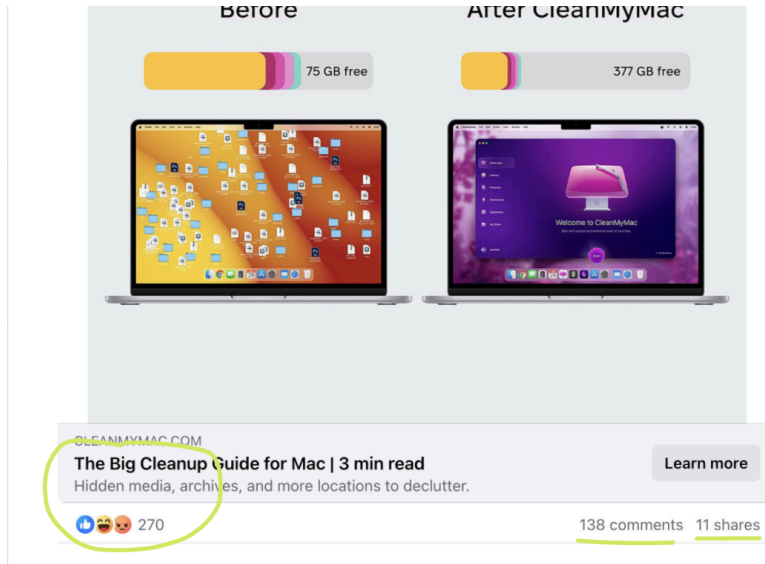
Try CleanMyMac

CLEANMYMAC.COM
This Mac App Will Get You Hooked on Decluttering
7 days free. Cancel anytime. Application is notarized by Apple.

Download

Finally, another effective tactic: showcasing a **BIG NUMBER**. Big numbers are attention-grabbing and, in this case, emphasize a common problem many people face, such as having a large number of duplicate pictures.

To wrap up this mini case study, I want to emphasize an important point about your ads: ads are posts. They can be commented on, liked, and shared, just like any other post.



Using the same POST ID is a crucial technique when you want to leverage the same ad across different campaigns or ad sets. We've mentioned it before, and we'll continue to emphasize its importance.

Equally important, however, are the comments your ad receives. These comments are **opportunities for conversions** and valuable feedback on your product or offer.

Take a look at the comments for this post:



We can observe a wide range of activities here. While there will inevitably be noise and what I call "Facebook people"—those who use the platform solely to disrupt or bother others—you'll also encounter valuable comments. These can include positive feedback that reinforces the value of your product, as well as negative feedback highlighting technical issues (e.g., bugs, lack of features) or commercial problems (e.g., pricing concerns, poor customer service).

Comments provide some of the best opportunities for growth, validation, and user testing. That's why it's essential to create ads that are compelling enough to spark conversations or attract meaningful comments.

WRAPPING UP ON THE QUICK START

That's not it - you're not yet fully armed with Meta Ads knowledge. We've literally just scratched the surface.

While you can now create your first campaign with image or video ads (the process is the same), no book, tutorial, or video course can truly teach you what it's like to be in the trenches of Meta advertising.

My goal is to increase your AWARENESS of what running Meta ads truly entails, not to teach you any particular strategy or method for getting rich quickly.

If you are reading this guide, you most likely subscribed to my newsletter (if you didn't, it's here: <https://theadsdude.com>), thank you!

Please stay tuned, I'll share a lot of content around Facebook Ads but also about marketing and growth strategies.

And if you want to continue the journey together, book a consultation with me: <https://adsformakers.com/#consulting>

Thank you!

Francesco