

META CAMPAIGN STRATEGY GUIDE

Your Secret Sauce For
Setting Up Ads For Clients

BY BRANDI MOWLES

*conversions
for clients*



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HEY I'M BRANDI

Wife, Mom, Podcast Host,
Digital Marketing Ninja, and
Total Taco Snob.



Hey friend!

I'm beyond excited for you to have this guide to help you get amazing results for clients and cut the confusion of running Meta Ads (aka Facebook & Instagram ads)

For the last 4 years, I've been running ads and helping service providers learn how to run high-converting ads for clients. I've worked with some of the most amazing people and generated over 4 million In revenue just through ads for my clients and myself.

And today, In this guide I'm sharing with you my guide to setting up your campaign strategy for yourself or your clients.

Now, this Isn't the full step-by-step on what buttons to click In Ad Manager (I do that Inside my program [Conversions For Clients](#)) This Is the strategy behind which campaign objective to pick and how to set a budget for your campaign.

If you have any questions, feel free to reach out to me and my team at support@brandimowlestraining.com

We read every email and LOVE hearing from you.

Cheering You On,
Brandi

BEFORE WE JUMP IN LET'S CHAT...

We need to talk about goals and not just your goals but your client's goals. Before deciding on a campaign objective or selecting a budget you must first know what the client's goals are. Do they want to use ads as a billboard to have an omnipresent effect, or do they want to collect leads, make sales, etc... You must be super clear about what your client's goals are for ads before you jump into budget or campaign planning.

PRO TIP:

Before deciding on and strategy you will want to get hyper-clear on your kick-off call with your client about what their ultimate goal is for ads and what their right-now goal is. If they want to make 10K a month through ads but right now they have no email list or audience then let's focus on a right-now goal and maybe that's building an audience not going straight to purchase.

AND THE BIGGEST DETERMINING FACTOR FOR SETTING A CAMPAIGN STRATEGY IS YOUR CLIENT'S BUDGET.

When it comes to setting a budget it totally depends on the goal and the client's budget. I would never want a client to spend more than what they are comfortable with but it's *our job as ad managers to tell them what is possible with their budget*. But also to make sure before we take them on as a client they have enough budget to pay your monthly fee and also enough to spend on their ads to get their goals.

Below each objective, I'm going to give you some rough estimates on how to figure out a budget. However, remember these are just *rough estimates*. If the client has run ads before go through their account and pull your numbers from there. If your client has never run ads before these will be estimates. The more you run ads especially if you're focused on a specific niche the better you will get at budgeting and estimating what it will take to reach their goals.

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BUDGET CONTINUED...

Then once you have a budget you will need to decide if you are going to run CBO (campaign budget optimization) or ABO (adset budget optimization).

I suggest when testing to use ABO and when you are scaling select CBO.

CBO you set at the campaign level.

ABO is set at the ad set level and the budget for the entire campaign would need to be split up based on how many adsets you have.

ONE LAST THING BEFORE WE JUMP IN...

Before jumping into ad manager and setting up your ads you need to make sure you know what audiences you are using.

Audience selection is the **secret sauce** to being an ad manager and one area that most ad managers don't spend enough time on.

If you want to be a great ad manager get really good at audience mining. We have a whole lesson on this inside [Conversions For Clients](#).

helpful tip

Since iOS14 Look-A-Like audiences have not been as powerful as they used to be so adjust the budget accordingly. However, there are some accounts that are still seeing great results but these are not the majority and usually have massive audiences. We have adjusted our budget strategy to spend more on detailed targeting

AUDIENCE TYPES

You have 3 types of audiences you can target inside of ads manager.

○ Custom Audiences

These are your warm audiences. Where your client's email list, Instagram & Facebook audience and people who have engaged with their content, and their website visitors.

○ Look-A-Like Audiences

A look-a-like audience uses your custom audiences to reach new people who are likely to be interested in your ads because they share similar characteristics to the custom audience.

○ Detailed Targeting

This is completely cold Interest targeting. Where you can target Interest that your client would be Interested In. Great way to reach new audiences.



LET'S JUMP INTO CREATING YOUR CAMPAIGN STRATEGY



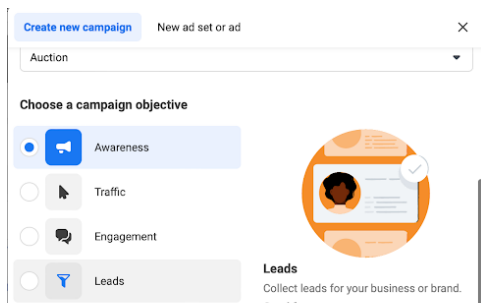
REACH CAMPAIGN

Reach Campaigns should only be used in the *smallest circumstances* and most of those circumstances are for local businesses. If your client wants to just get in front of as many people in a small audience as possible, reach could be used. It would definitely not be my first pick but can be okay for small audiences and if they need to have a “billboard/commercial” effect.

BUDGET

You can go as low as \$5 per day but remember you are not going to get many “actions” this is mainly to be omnipresent.

OBJECTIVE SELECTION & OPTIMIZATION: AWARENESS & REACH



Optimization & delivery

Optimization for ad delivery ⓘ

Reach ▼

PLACEMENT: ADVANTAGE+

Placements

[Learn more](#)

- Advantage+ placements (recommended) ⚡
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

KPI METRICS

This one is a tricky one because our goal is to be omnipresent not really have someone take an action.

- Outbound Clicks (if you're linking to a website)
- Page Engagement
- Post Reactions
- Post Saves
- Post Shares
- Video View Watch % (if running a video)

helpful tip This is an objective that should be used sparingly

TRAFFIC CAMPAIGN

This is a great objective for top-of-funnel activity (sending people to a podcast episode on your website, blog post, or somewhere with no opt-in).

Traffic can also be used if you do not have a way to track conversions properly (ex. sending to a 3rd party calendar with no pixel)

or it can also be used if you have tried the conversion for purchase objective and your audience is just too small in order for the event to optimize or spend your budget. You can then switch from a purchase conversion campaign to a traffic campaign.

BUDGET

When it comes to budgeting for a traffic campaign you first must know what is the goal of your client. Is it X amount of page views, is it conversions, or maybe it's just to build an audience for retargeting? Knowing the goal will determine the budget.

*So the first thing to know is the **goal** and the second thing to know is **how much you will pay for an outbound click**.*

So if a client needs 100 page views per week then you would do 100 X the cost of outbound link clicks. Divided by 7.

Let's say she is paying \$1.50 per link click

***Math:** $100 \times 1.50 = \$150$ per week to hit goal then $150/7 = \$21.43$ per day*

*So your daily budget would be **\$21.43** to hit your client's goal. Now that could be all in one adset or you could break it up into two different adsets with different audiences.*

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TRAFFIC CAMPAIGN CONTINUED...

OBJECTIVE SELECTION: TRAFFIC

Create new campaign New ad set or ad

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Traffic
Send people to a destination, like your website, app or Facebook event. [Learn more](#)

Good for:

- Link clicks ⓘ
- Landing page views ⓘ
- Messenger and WhatsApp ⓘ
- Calls ⓘ

CONVERSION LOCATION & OPTIMIZATION (UNDER AD SET LEVEL): WEBSITE

For the most part, when using Traffic you are sending them to an outside website off of the Meta platforms. So you would select “website.”

In testing and if you are not getting the results you want with sending people to Messenger you may decide to change your objection from Leads to Traffic. In that case, you would select Messenger.

Conversion

Conversion location
Choose where you want to drive traffic. You'll enter more details about the destination later.

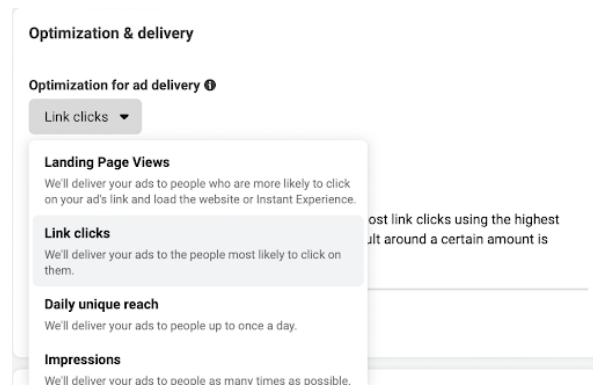
- Website
Send traffic to your website.
- App
Send traffic to your app.
- Messenger
Send traffic to Messenger.
- WhatsApp

Once you have selected your “Conversion Location” you will then need to select “**Optimization & Delivery.**”

Prior to the iOS 14 update, I would have encouraged you to select “landing page views” however due to lack of tracking I now suggest selecting “**Link Click**” since the click happens on the platform we will be able to track that number with pretty good accuracy and using certain KPI’s and turning off certain placements we will be able to determine how well the campaign is doing.

(continue on next page)

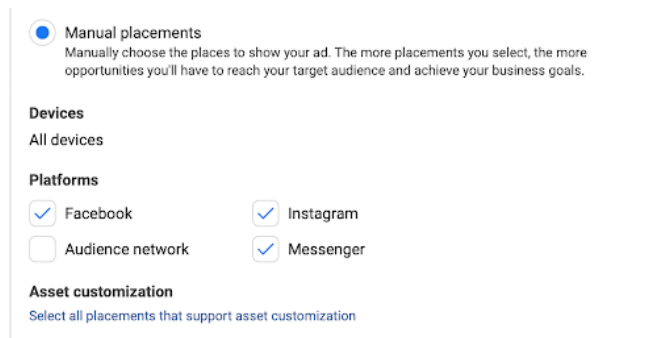
TRAFFIC CAMPAIGN CONTINUED...



PLACEMENT: MANUAL PLACEMENT

With traffic and optimization of link clicks, we want to make sure these link clicks are quality clicks and not junk or bot clicks. So I always **turn off Audience Networks** when running a traffic campaign.

This will help get higher-quality traffic. If you are still getting a lot of clicks but no action you may decide to also unclick “messenger” as well and only run on Facebook & Instagram.



KPI METRICS

- Results (clicks)
- Cost Per Outbound Click
- Unique Outbound CTR
- CPM
- Frequency

another KPI off Meta would be to see what is happening once they land on the page. Are they opting in for something, are they clicking ad banners on the website, are they getting booking through their calendar, is their podcast downloads increasing?

VIDEO VIEW CAMPAIGN

The Video View objective is great for top-of-funnel audience-building activities or for brand awareness. Local businesses can run any commercials or videos they already have created as an ad on Meta. This objective would be better than the reach objective. For online businesses, Video Views are a great objective for testing hooks, messaging, and audiences while also building up an audience that you are able to retarget for opt-ins or purchases.

BUDGET

You can go as low as **\$5 per day** per adset with a video view campaign. The more money you spend here the quicker your audiences will grow but this is truly up to you and your client. I rarely spend more than \$10 per day per adset for a video view campaign.

OBJECTIVE SELECTION: ENGAGEMENT

Create new campaign New ad set or ad

Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads

Engagement

CONVERSION & ENGAGEMENT TYPE: SELECT “ON YOUR AD” AND THEN SELECT “VIDEO VIEW” UNDER ENGAGEMENT TYPE.

Conversion

Conversion location

Choose where you want to drive engagement. [Learn more](#)

- Messaging Apps
Get people to engage with your brand on Messenger, WhatsApp or Instagram.
- On your ad
Get people to watch a video or interact with your post or event.
- Website
Get people to engage with your website.
- App
Get people to engage with your app.
- Facebook Page
Get people to engage with your Facebook Page.

Engagement type

Video views

(continue on next page)

VIDEO VIEW CAMPAIGN CONTINUED...

PLACEMENT: ADVANTAGE+

With video videos like traffic, we want to ensure that the views are quality views, not junk or bot views. So I always turn off Audience Networks when running video view campaigns. This will help get higher-quality views

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.

Devices
All devices

Platforms

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram
<input type="checkbox"/> Audience network	<input checked="" type="checkbox"/> Messenger

Asset customization
[Select all placements that support asset customization](#)

KPI METRICS

- Results (thru-play video view)
- Cost Per Result (which will be ThruPlay)
- Video Plays At 25%, 50%, 75%, 95%, 100%
- Frequency

Advanced Metric To Look At: In the reporting column, you have a button that says “breakdown” if you select that you will get a drop-down. From the drop-down you can select “by action” and then you can either select “video view type” or “video sound”

Video View Type will tell you if the video auto-played or if they clicked on the video to play.

Video Sound will tell you if they watched the video with or without sound.

These metrics are secondary metrics to look at and I wouldn't make changes based on this UNLESS you see that pretty much everyone is watching the video without sound and you don't have captions on the video. Maybe you should add captions. Or maybe a lot of the plays are auto-plays and not many clicks. Is your headline strong enough?

ENGAGEMENT CAMPAIGN

The Engagement objective is great for top-of-funnel audience-building activities and to gain social proof. Engagement is a great objective for testing hooks, messaging, and audiences while also building up an audience that you are able to retarget for opt-ins or purchases. In most cases, I would pick a video view objective over engagement if your client has a video and if they don't care about getting a ton of likes and comments. If your client is focused on likes and comments while building a retargeting audience Engagement is a better objective. Or if they don't have any videos you can use.

BUDGET

You can go as low as **\$5 per day** per adset with an engagement campaign. The more money you spend more engagement you **SHOULD** get (not always a guarantee) but this is truly up to you and your client. I rarely spend more than **\$10 per day** per adset for an engagement campaign.


OBJECTIVE SELECTION: ENGAGEMENT

Create new campaign New ad set or ad ×

Auction

Choose a campaign objective

Awareness
 Traffic
 Engagement
 Leads



Engagement
Get more responses, likes, shares, and

CONVERSION & ENGAGEMENT TYPE: SELECT "ON YOUR AD" AND THEN SELECT "POST ENGAGEMENT" UNDER ENGAGEMENT TYPE.

Conversion

Conversion location

Choose where you want to drive engagement. [Learn more](#)

Messaging Apps
Get people to engage with your brand on Messenger, WhatsApp or Instagram.

On your ad
Get people to watch a video or interact with your post or event.

Website
Get people to engage with your website.

App
Get people to engage with your app.

Facebook Page
Get people to engage with your Facebook Page.

Engagement type

Post engagement

(continue on next page)

ENGAGEMENT CAMPAIGN CONTINUED...

PLACEMENT: ADVANTAGE+

With video videos, we want to make sure that the views are quality views and not junk or bot views. So I always turn off Audience Networks when running video view campaigns. This will help get higher-quality videos.

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.

Devices
All devices

Platforms

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram
<input type="checkbox"/> Audience network	<input checked="" type="checkbox"/> Messenger

Asset customization
[Select all placements that support asset customization](#)

KPI METRICS

- Cost Per Result (cost per engagement)
- Post Comments
- Post Reactions
- Post Saves Post Shares
- Page Likes or Follows
- Page Engagements (this is tell you about how big your retargeting is)

OPT-IN LEADS (OFF META)

Whenever a client has an opt-in to grow their email list, launch a registration page, application funnel, or anywhere that collects information like name and email on their own website or funnel builder, where a pixel can be installed you want to select a Lead Campaign.

Some people try to use traffic instead because it's usually cheaper to run traffic campaigns but this is not an ideal solution. Always select Leads when you want to collect emails on your website and then if you are not getting results one of the solutions may be to switch to a traffic campaign.

Also important, if you can set up Conversion API you will want to in order to track how many leads you're getting accurately. If you can't you can still run the campaign. Just know you will need to have other ways to track conversions such as access to their email service provider, Google Analytics, or CRM.

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BUDGET

Budgeting for leads is usually pretty simple once you have a baseline of how much a lead will cost this client. Most people ask how much should a webinar lead cost, email opt-in, or application lead. And my answer is always "it depends". When it comes to lead cost it has to do with your client's audience size (are they going after cold, warm, or both) what niche are they in, are they B2B or B2C? All this and more go into how much a lead will cost for a person. And remember a cheap lead is not always a good lead. So it's important to either do an audit of your client's ad account to see what their normal lead cost is or if they have never run ads before then you will need to run ads and establish their average lead cost.

Meta used to have a hard and fast rule that a conversion campaign had to have 50 conversions per week to optimize and you may still hear this from some, however, the 50 is no longer a hard and fast rule. Meta has now said it could take anywhere from 25-50 conversions to get a campaign out of learning but they don't state in a 7-day timeframe anymore.

So then how do we set a minimum budget? Well if you're client has run ads before and you have a baseline for how much it will cost to get a lead you can take that and times it by 25.

Average lead cost: \$4

MATH:

$25 \times 4 = \$100$ per week then divide by 7 = $\$14.20$ per day per ad set budget (I would round off to $\$15$ per day per adset)

Now how do you figure out a budget if you don't know the cost per lead? I would ask your client what their monthly budget is (I don't suggest taking on any clients with less than a \$500 ad spend budget) and then you break that down per week and per day. This will give you a chance to set a benchmark for their lead cost.

When it comes to live launch leads we have a calculator you can use in order to figure out based on their previous results and current goals how much they need to spend to hit their goals.

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OPT-IN LEADS (OFF META) CAMPAIGN CONTINUED...

OBJECTIVE SELECTION: LEADS

Buying type
Auction


Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Leads
Collect leads for your business or brand.

Good for:

- Instant forms ⓘ
- Messenger ⓘ
- Conversions ⓘ
- Calls ⓘ



CONVERSION LOCATION & OPTIMIZATION (UNDER AD SET LEVEL): WEBSITE & LEAD

Since we will collect leads on your own website or the client's website and not on the platform we will select the **website conversion location**.

Then a **very very important step** is the "Conversion Event" this must be set up under aggregated events before setting up a lead campaign. If you haven't done that yet you must do that first. Then from the drop-down menu, you will select which event you want.

For opt-ins I usually select "leads" for live training such as webinars I like to do "complete registration" but this is totally up to you and how you have the pixel set up and conversion API. Since conversion API I have been moving towards just running all lead campaigns using the conversion event "lead."

Conversion location

Choose where you want to generate leads. [Learn more](#)

- Website
Generate leads through your website.
- Instant forms
Generate leads by asking people to fill out a form.
- Messenger
Generate leads through Messenger.
- Calls
Generate leads by asking people to call your business.
- App
Generate leads through your app.

Pixel
Brandi And Company LLC Main
Pixel ID: 3019828748232791

Conversion Event

Lead

(continue on next page)

OPT-IN LEADS (OFF META) CAMPAIGN CONTINUED...

PLACEMENT: ADVANTAGE +

With leads conversions I typically always select “advantage+ placements” Since Meta is searching for people who take stronger action you don’t typically end up with junk leads or bots. If you find that your client is getting a bunch of junk emails you can come back in and edit the placement but I highly recommend starting with all placements on.

Placements [Learn more](#)

Advantage+ placements (recommended) ✚
 Use Advantage+ placements to maximize your budget and help show your ads to more **people**. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

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.

[Show more options](#) ▼

KPI METRICS

- Results (leads)
- Cost Per Result (leads)
- CPM
- CPC
- Unique Outbound Clicks
- Unique Outbound CTR
- Frequency
- Custom Metric: Conversion Rate (photo below shows you how to set it up)

Edit custom metric

Name

Format

Description - Optional

Formula

+	-	x	÷	()
Leads	÷	Unique outbound clicks			

MESSENGER CAMPAIGN

Messenger ads happen within the Meta Messenger platform. These ads can be great for online businesses and local ones. Especially for local businesses that want to utilize coupons. For online businesses, these work really well for coaches who are filling a high-ticket program and have a sales follow-up process. These ads don't work unless there is a follow-up process behind them which usually falls outside the ad manager's scope of work. So as an Ad Manager your job would be to get them messages and their job would be to convert those messages into purchases.

BUDGET

Budgeting for messenger is usually pretty simple once you have a baseline of how much a message will cost this client. Just like with leads, messenger leads will depend on your client. When it comes to lead cost it has to do with your client's audience size (are they going after cold, warm, or both) what niche are they in, are they B2B or B2C. All this and more go into how much a message will cost a person.

And remember a cheap lead is not always a good lead.

So it's important to either do an audit of your client's ad account to see what their normal messenger cost is if they have run them before or if they have never run ads before then you will need to run ads and establish their average messenger cost.

Differently than leads off the platform. Messenger ads tend to be a little cheaper but not always as high quality so the workflow after the first message is extremely important. Also, you don't have to worry about Conversion API because the activity happens on a Meta platform so they can do all the tracking for you.

Use the math in the Leads section to figure out the budget for your messenger camp

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MESSANGER CAMPAIGN CONTINUED...

OBJECTIVE SELECTION: LEADS

Buying type
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Leads
Collect leads for your business or brand.
Good for:
Instant forms ⓘ
Messenger ⓘ
Conversions ⓘ
Calls ⓘ

CONVERSION (UNDER AD SET LEVEL): MESSENGER

Conversion

Conversion location

Choose where you want to generate leads. [Learn more](#)

- Website
Generate leads through your website.
- Instant forms
Generate leads by asking people to fill out a form.
- Messenger
Generate leads through Messenger.
- Calls
Generate leads by asking people to call your business.
- App
Generate leads through your app.

Facebook Page ⓘ

Brandi Mowles

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MESSENGER CAMPAIGN CONTINUED...

PLACEMENT: ADVANTAGE+

With messenger conversions, I typically always select “advantage+ placements” Since Meta is searching for people who take stronger action you don’t typically end up with junk messages or bots.

If you find that your client is getting a bunch of junk messages you can come back in and edit the placement.

Sometimes if I am using automations through ManyChat I will actually do Manual placements and have one campaign for Facebook and one campaign for Instagram. In that case, I do manual placement and don’t run message ads on Audience Networks.

Placements [Learn more](#)

Advantage+ placements (recommended) ↗
 Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

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.

[Show more options ▾](#)

KPI METRICS

- Results (messages)
- Cost Per Result (messages)
- Link Clicks
- Messaging Conversations Started
- Messaging Replies
- Leads**
- Purchases**
- CPM
- Frequency

if you have this connected through software like ManyChat I like to check their stats as well because they will give more detailed information

INSTANT FORMS

Instant Forms are like using Meta as your website/funnel builder. This option is great for clients who do not have a website or funnel builder or if on the platform they do have there is no way to track using the pixel or conversion API.

The nice thing for an ad manager is that if you run Instant Forms you will get to see the exact number of leads that you get from ads since the activity happens on the platform and Meta can track everything without Conversion API or the pixel. The downside to these ads is they are not always high-quality leads (*we can set them up to attract higher-quality leads*) and they do require you to hook them up to a CRM or ESP (email service provider) so your client will have to let you access those to set it up. And most of the time you have to set this up through Zapier. You can just download the leads directly from the ad manager but that's not ideal.

BUDGET

The budget for Instant Forms is exactly the same as a messenger and leads campaign.

Budgeting for Instant Forms is usually pretty simple once you have a baseline of how much a lead will cost this client. Just like with leads and messenger, Instant Form leads will depend on your client. When it comes to lead cost it has to do with your client's audience size (are they going after cold, warm or both) what niche are they in, are they B2B or B2C. All this and more go into how much a lead from Instant Forms will cost for a person. And remember a cheap lead is not always a good lead. (especially with Instant Form leads).

Differently than leads off the platform. Instant Form leads tend to be a little cheaper but not always as high quality so how the Instant Form is set up and the questions asked are extremely important. Also, you don't have to worry about Conversion API because the activity happens on a Meta platform so they can do all the tracking for you.

However, you will need to connect to a 3rd party CRM/ESP or download the leads directly from Meta.

Use the math in the Leads section to figure out the budget for your Instant Form campaign.

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INSTANT FORM CAMPAIGN CONTINUED...

OBJECTIVE SELECTION: LEADS

Buying type
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Leads
Collect leads for your business or brand.

Good for:

- Instant forms ⓘ
- Messenger ⓘ
- Conversions ⓘ
- Calls ⓘ

CONVERSION (UNDER AD SET LEVEL): MESSENGER


Conversion

Conversion location

Choose where you want to generate leads. [Learn more](#)

- Website
Generate leads through your website.
- Instant forms
Generate leads by asking people to fill out a form.
- Messenger
Generate leads through Messenger.
- Calls
Generate leads by asking people to call your business.
- App
Generate leads through your app.

Facebook Page

 Brandi Mowles

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INSTANT FORM CAMPAIGN CONTINUED...

PLACEMENT: ADVANTAGE+

With Instant Forms conversions I typically always select “advantage+ placements” Since Meta is searching for people who take stronger action you don’t typically end up with junk leads or bots.

If you find that your client is getting a bunch of junk emails you can come back in and edit the placement but I highly recommend starting with all placements on.

Just to note Instant Forms do not run in messenger.

Placements [Learn more](#)

Advantage+ placements (recommended) +
 Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

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.

[Show more options](#) ▾

KPI METRICS

- Results (On Facebook leads)
- Cost Per Result (leads)
- CPC
- CPM
- Unique CTR (not outbound)
- Frequency

I also like to look In my client's ESP/CRM to see what the open rate and click-through rate Are on the first email that Is sent after they fill out the form to make sure we are not getting junk leads.

If your client Is using this to schedule calls. I would also ask the client to let you know how many calls were held that week so you can see how qualified the leads are that are coming In.

This Is a bonus step and not one you have to do.

PURCHASE CONVERSION

Purchase Conversions campaign is used when you want to make sales. Usually, this campaign is used on a warmed-up audience but can also be used to run to a cold audience but usually only if it's a lower ticket item (under \$97). Anything over \$97 usually needs warming up before running a purchase campaign for them. However, this is not a black-and-white rule just a general rule for what I've seen historically work and not work.

Due to iOS 14 it is usually important to have conversion API set up to properly track the purchases and most cart software have made it pretty easy to set up CAPI.

BUDGET

Purchase Campaigns are historically the most expensive campaigns you will run. So when it comes to budgeting we have to make sure we are spending enough to be able for Meta to find us people who will purchase.

Like leads, it used to be that you had to have 50 purchases in a week in order for the campaign to come out of learning. However, that is no longer the case. Meta encourages 25-50 conversions per week.

So the numbers we need to know for when budgeting for purchase is...

Average Cart Value or Cost Of Product

OR

Cost To Acquire A Customer

MATH: (Average Cart Value X 25) / 7

Example: $97 \times 25 = \$2425$ (weekly budget) – $2425 / 7 = \$346.42$ per day budget

If this is out of your client's budget then you can do Cost Of Product or Average Cart Value X 3

MATH: (Cost Of Product X 3) = Daily budget

Example: $97 \times 3 = \$291 = \text{Daily Budget}$

This is just an estimate for running purchase campaigns to an evergreen (ongoing) product. If you are doing something like a live launch with a webinar first and then retargeting those people to a sales page you'll be able to spend less than this to achieve results but also you don't have to worry about how many conversions due to the fact you would be turning off the ads usually within the 7 days anyways.

(continue on next page)

PURCHASE CAMPAIGN CONTINUED...

OBJECTIVE SELECTION: SALES


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 likely to purchase your product or service.

Good for:

- Conversions
- Catalog sales
- Messenger and WhatsApp
- Calls

CONVERSION & CONVERSION EVENT (UNDER AD SET LEVEL): WEBSITE & PURCHASE

Conversion location “**website**” and then make sure you have the correct pixel selected and then under “**conversion event**” select “**purchase**” This must have been set up under aggregated events before setting up the campaign.

Conversion

Conversion location

Choose where you want to drive sales. [Learn more](#)

- Website
Drive sales and conversions on your website.
- App
Drive sales and conversions on your app.
- Website and app
Drive sales and conversions on your website or app.
- Messenger
Drive sales and conversions through Messenger.
- WhatsApp
Drive sales and conversions through WhatsApp.
- Calls
Drive sales and conversions through phone call.

Pixel

Brandi And Company LLC Main
Pixel ID: 3019828748232791

Conversion Event

Purchase
✕

(continue on next page)

PURCHASE CAMPAIGN CONTINUED...

PLACEMENT: ADVANTAGE+

With purchase campaigns, I typically always select “advantage+ placements” Since Meta is searching for people who take stronger action you don’t typically end up with junk purchasers. I have never found a time when I need to do manual placement for the purchase objective.

Placements [Learn more](#)

Advantage+ placements (recommended) ⁺
 Use Advantage+ placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

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.

[Show more options](#) ▼

KPI METRICS

- *Results (purchases)*
- *Cost Per Result (purchases)*
- *Purchase Conversion Value*
- *ROAS*
- *CPM*
- *CPC*
- *Unique Outbound Clicks*
- *Unique Outbound CTR*
- *Frequency*
- *Custom Metric: Average Order Value (AOV) check image below*

Edit custom metric

Name	Format												
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KPI GENERAL SCORECARD

These are very general key performance Indegators of some of the KPIs I advised reviewing for each type of campaign. These are only general and no one KPI should be used to make changes or decide If an ad campaign Is performing or not. Inside [Conversions For Clients](#), I go Into how to troubleshoot campaigns. For these I have marked **green** for awesome don't touch, **yellow** Is good but maybe could Improve and **orange** means focus on Improving these first.

UNIQUE OUTBOUND CTR:

>2%	1-2%	<1%
-----	------	-----

CPC (COST PER CLICK)

<\$1	\$1-2.99	\$3+
------	----------	------

FREQUENCY

<3	3-6	7+
----	-----	----

CPM

<\$20	\$20-34	\$35+
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CONVERSION RATE ON OPT-INS

>40%	25-40%	<25%
------	--------	------

COST PER VIDEO VIEW/ENGAGEMENT

<\$.02	\$.02-.04	>\$.04
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HOPE THIS WAS VALUE BOMB CITY.

And if you have any questions at all, send me a note at support@brandimowlestraining.com



CHECK OUT THE PODCAST

Check out our top-rated podcast **Serve Scale Soar®**. Each Tuesday we release a brand new episode that's jammed packed with action tips for starting, growing, and scaling a service-based business.

And not only will you hear from me but you'll also hear from our guest experts and other service providers who are totally crushing it!

[LISTEN NOW →](#)

JUMP ON THE WAITLIST

Conversions For Clients™ is hands down the most comprehensive program for becoming a Premium paid Facebook® and Instagram® ads manager. (even if you're just getting started).

We only open the doors twice a year so jump on the waitlist to be one of the first to know when we open the doors again.

[YES! I NEED THIS →](#)

