FACEBOOK ADS SETUP

STANDARD OPERATING PROCEDURE



Facebook Ads Setup Standard Operating Procedure

Account Setup

Creating a Facebook Business Manager Account

1. Navigate to business.facebook.com in your web browser (do not include "www").

2. Log in with your personal Facebook account credentials.
3. If you don't have a Business Manager account:
    - Click the "Create Account" button in the top right corner.
    - Enter your business name in the "Business Name" field.
    - Enter your name and business email address in the respective fields.
    - Click "Submit" to create your Business Manager account.
4. Once created, you'll be taken to your Business Manager dashboard.
5. Note: A Business Manager account houses all your business assets (pages, ad accounts, pixels) in one place and allows you to grant access to team members without sharing personal login credentials.

Complementary Video: How To Create FACEBOOK AD ACCOUNT //Setup Facebook Ad Account Easily - This video walks through the entire process of creating your Business Manager account and explains the importance of proper setup.

Creating a Facebook Page

1. From your Facebook account, click the "+" icon in the top right corner.
2. Select "Page" from the dropdown menu.
3. Enter your page name that represents your business or brand.
4. Select the most appropriate category for your business.
5. Add a profile picture (recommended size: 170x170 pixels).
6. Add a cover photo (recommended size: 1640x856 pixels).
7. Complete your page information:
    - Write a compelling "About" section that describes your business.
    - Add your website URL.
    - Include contact information (phone, email, address if applicable).
    - Set up your username (@yourname) for easier page discovery.
8. Make at least one post on your page before running ads to establish credibility.

Complementary Video: How To Create FACEBOOK AD ACCOUNT //Setup Facebook Ad Account Easily (3:00-5:30) - This section of the video demonstrates how to create a Facebook page and explains why it's necessary for advertising.

Connecting Instagram to Facebook Page

1. Open the Instagram app on your mobile device.

2. Tap on your profile icon in the bottom right corner.
3. Tap the hamburger menu (three lines) in the top right corner.
4. Select "Settings and Privacy."
5. Scroll down and tap on "Account Center."
6. If your Facebook account isn't already connected, tap "Add accounts" and select "Add Facebook account."
7. Log in to the Facebook account that owns your business page.
8. Once connected, go back to your Instagram profile.
9. Tap "Edit Profile."
10. Tap "Profile Information."
11. Tap "Page" under "Connected Facebook Page."
12. Select the Facebook page you want to connect.
13. Tap "Done" to save the connection.
14. Verify the connection by checking your Facebook page's settings to ensure Instagram appears as a connected account.

Complementary Video: How To Create FACEBOOK AD ACCOUNT //Setup Facebook Ad Account Easily (5:30-8:45) - This section demonstrates how to connect your Instagram account to your Facebook page using the Account Center.

Setting Up Ad Account

1. Go to business.facebook.com and log in.
2. Click on "All Tools" in the left sidebar.
3. Select "Business Settings" from the dropdown menu.
4. In the left sidebar, under "Accounts," click on "Ad Accounts."
5. Click the blue "Add" button and select "Create a new ad account."
6. Enter a descriptive ad account name (e.g., "YourBrand_MainAdAccount").
7. Select your time zone from the dropdown menu (use your local time zone for accurate reporting).
8. Choose your currency from the dropdown menu (this cannot be changed later).
9. For payment method:
    - If in Nigeria and want a prepaid Naira account, select "Naira payment with MasterCard (Pay U)."
    - For other regions, select the appropriate payment method available in your country.
10. Click "Next" to proceed.
11. Select "My Business" when asked who this ad account will be used for.
12. Click "Create" to generate your ad account.

13. Assign people to the ad account:
    - Click on your name in the popup.
    - Toggle all permission switches to "On" (Admin, Advertiser, Analyst).
    - Click "Assign" to grant yourself full access.
14. Add payment information:
    - Click "Add Payment Info."
    - Enter your billing address.
    - Add your credit card or other payment details.
    - Set up spending limits if desired.
    - Complete the payment setup process.
15. If required in your region, add your business tax information (VAT ID, business number, etc.).

Complementary Video: How To Create FACEBOOK AD ACCOUNT //Setup Facebook Ad Account Easily (8:45-13:30) - This section walks through creating your ad account, selecting the right currency and payment method, and assigning permissions.

Pixel Setup and Tracking Implementation

Creating the Facebook Pixel

1. Go to Business Manager and click "All Tools."
2. Select "Events Manager" from the dropdown menu.
3. Click on "Data Sources" in the left sidebar.
4. Click the green "Add" button and select "Web" from the dropdown.
5. Enter a descriptive name for your pixel (e.g., "YourBrand_MainPixel").
6. Enter your website URL when prompted (optional).
7. Click "Create" to generate your pixel.
8. Make note of your Pixel ID (a 16-digit number) for installation purposes.

Complementary Video: How To Set Up & Install The Facebook Pixel in 2025 (0:00-3:30) - This section explains what the Facebook pixel is, why it's crucial for your campaigns, and how to create one in your Business Manager.

Installing the Facebook Pixel on WordPress

1. Log in to your WordPress admin dashboard.
2. Navigate to "Plugins" > "Add New."
3. Search for "Meta Pixel for WordPress" in the search bar.
4. Click "Install Now" next to the official Meta Pixel plugin.
5. After installation completes, click "Activate."
6. Go to the plugin settings (usually found in the left sidebar).
7. Click "Get Started" to begin the setup process.
8. Connect your Facebook account when prompted.
9. Select the correct business manager from the dropdown menu.
10. Select the Facebook page associated with your ads.
11. Connect your Instagram account if applicable.
12. Select the correct ad account from the dropdown menu.
13. Select the pixel you created earlier from the dropdown menu.
14. Enable "Automatic Advanced Matching" to improve tracking accuracy.
15. Complete the setup and verify the connection is working.
16. Test the pixel installation using the Meta Pixel Helper Chrome extension.

Complementary Video: How To Set Up & Install The Facebook Pixel in 2025 (3:30-7:45) - This section demonstrates how to install the Facebook pixel on a WordPress website using the official plugin.

Installing the Facebook Pixel on Wealthery Connect (High Level)

1. Log in to your Wealthery Connect account.
2. Navigate to the funnel where you want to install the pixel.
3. Click on "Settings" in the funnel editor.
4. Locate the "Head Tracking Code" section.
5. Paste the base pixel code:
6.

```
html
<!-- Meta Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
```

```
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', 'YOUR_PIXEL_ID');
fbq('track', 'PageView');
</script>

      <!-- End Meta Pixel Code -->
```

7. Replace "YOUR_PIXEL_ID" with your actual Pixel ID.
8. Save the settings to apply the base pixel code to all pages in the funnel.
9. For specific conversion events on individual pages:
    - Edit the specific page in your funnel.
    - Add an element to the page if it's empty (to allow saving).
    - Click on "Tracking Code" in the page settings.
    - Select "Header Tracking."
    - Add the specific event code for that page:
        - For lead capture: **`<script>fbq('track', 'Lead');</script>`**
        - For purchases: **`<script>fbq('track', 'Purchase', {value: 27.00, currency: 'USD'});</script>`**
        - For appointments: **`<script>fbq('track', 'Schedule');</script>`**
    - Save the page settings.
    - You will also use the Facebook Events Manager To Do This. Click Here To Watch How This Is Done
10. Repeat for each page where you want to track specific events.

Complementary Video: Install Facebook Pixel Code On A GoHighLevel Funnel...PROPERLY - This video specifically demonstrates how to install the Facebook pixel on a Go High Level funnel and set up event tracking for different pages.

Installing the Facebook Pixel on Other Platforms

1. Go to Events Manager in Business Manager.
2. Select your pixel.
3. Click "Add Events" > "Add New Integration."
4. Click "Meta Pixel" > "Set Up."
5. Select "Use Partner Integration."

6. Choose your platform from the list (Shopify, WooCommerce, Wix, etc.).
7. Follow the platform-specific instructions provided by Meta.
8. For custom websites without partner integration:
    - Select "Manually Add Code to Website."
    - Copy the base pixel code.
    - Add it to the `<head>` section of your website.
    - Add event-specific code to relevant pages.
    - Consider hiring a developer if you're not comfortable with code.

Complementary Video: How To Set Up & Install The Facebook Pixel in 2025
(7:45-10:30) - This section covers how to install the Facebook pixel on various platforms using partner integrations.

Setting Up Conversion Events

1. Go to Events Manager in Business Manager.
2. Select your pixel.
3. Click "Add Events" > "Event Setup Tool."
4. Enter your website URL and click "Open Website."
5. Once your website loads in the tool:
    - For button clicks: Click "Track Button" and select the button.
    - For URL-based events: Click "Track URL" and select the appropriate event type.
6. Set up these essential events:
    - PageView (automatic with base pixel)
    - Lead (form submissions)
    - Purchase (completed transactions)
    - Schedule (appointment bookings)
    - AddToCart (for e-commerce)
    - InitiateCheckout (for e-commerce)
7. For each event, select whether to include a monetary value.
8. Confirm each event setup and continue until all necessary events are configured.
9. Return to Events Manager to verify events are being received.

Complementary Video: How To Set Up & Install The Facebook Pixel in 2025
(10:30-13:00) - This section demonstrates how to set up conversion events using the Event Setup Tool.

Testing Pixel Implementation

1. Install the Meta Pixel Helper Chrome extension from the Chrome Web Store.
2. Visit your website in Chrome.
3. Click on the Meta Pixel Helper icon in your browser toolbar.
4. Verify that your pixel is firing correctly (green checkmarks).
5. Check that the correct Pixel ID is being used.
6. Test conversion events by completing the actions they track:
    - Fill out and submit a form to test Lead events.
    - Complete a purchase to test Purchase events.
    - Book an appointment to test Schedule events.
7. Return to Events Manager to confirm data is being received.
8. Check for any errors or warnings in the Pixel Helper and resolve them.
9. Wait 24 hours to ensure data is flowing correctly before launching campaigns.

Complementary Video: How To Set Up & Install The Facebook Pixel in 2025 (13:00-14:30) - This section shows how to use the Meta Pixel Helper to verify your pixel is working correctly.

Campaign Creation

Campaign Structure Best Practices

1. Implement a three-tier structure:
    - Campaign Level: Define objective and overall budget.
    - Ad Set Level: Define audience, placement, budget, and schedule.
    - Ad Level: Create ad creative and copy.
2. Use a consistent naming convention:
    - Campaign: [Objective]*[Product]*[Date]
    - Ad Set: [Campaign Name]*[Audience]*[Placement]
    - Ad: [Ad Set Name]*[Creative Type]*[Version]
3. Start with 2-4 ad sets per campaign to test different audiences.
4. Create 2-3 ads per ad set to test different creative approaches.
5. Allocate budget evenly across ad sets during testing phase.

Complementary Video: From the AdsMasterclassScript.pdf - The training explains the importance of proper campaign structure and naming conventions for effective campaign management.

Setting Up Your First Campaign

1. Go to Ads Manager (business.facebook.com/adsmanager).
2. Click the green "Create" button to start a new campaign.
3. Select "Manual Sales Campaign" if available, or choose "Sales" objective.
4. Name your campaign following your naming convention.
5. Set campaign budget (start with $60/day for testing).
6. Select "Website" as your conversion location.
7. Choose "Maximum number of conversions" as your optimization goal.
8. Select your pixel from the dropdown menu.
9. Choose the conversion event to optimize for (typically "Purchase").
10. Leave "Cost per goal result" blank to let Facebook optimize.
11. Click "Next" to proceed to ad set setup.

Complementary Video: From the AdsMasterclassScript.pdf - The training walks through creating a campaign with the proper settings and explains why each option is important for maximizing results.

Creating Ad Sets

1. Name your ad set including audience information (e.g., "Russell_Brunson_Audience").
2. Verify conversion event selection is correct.
3. Define your audience:
    - For interest-based targeting:
        - Set age range (typically 25-65 for business offers).
        - Select appropriate genders or leave as "All."
        - Choose countries (start with US, Canada, UK, Australia for English content).
        - In the "Detailed Targeting" section, search for relevant interests (e.g., Russell Brunson, Marie Forleo, Mike Dillard).
    - For lookalike audiences (once you have data):
        - Select "Use a saved audience."
        - Choose your lookalike audience from the dropdown.

4. Leave placements as "Automatic Placements" for beginners.
5. Set your ad set budget ($20-60 per ad set is recommended for testing).
6. Set schedule (continuous or with specific start/end dates).
7. Click "Next" to proceed to ad creation.

Complementary Video: From the AdsMasterclassScript.pdf - The training demonstrates how to set up ad sets with proper targeting, explaining how to select interests and why starting with $60 per ad set is ideal for testing.

Creating Carousel Ads

1. Select your Facebook page and Instagram account.
2. Choose "Carousel" as your ad format.
3. Upload 6-9 images for your carousel:
    - Use Instagram Stories
        i. Ensure high contrast and clear text.
        ii. Include eye contact in at least one image.
        iii. Tell a story across the slides.
    - For each carousel card:
        i. Add a headline (keep under 40 characters).
        ii. Add a description if needed.
        iii. Link to your landing page.
    - Structure your carousel story using the HBCR framework:
        i. First 1-2 cards: Hook (attention-grabbing statement).
        ii. Next 1-2 cards: Background (context and your story).
        iii. Next 1-2 cards: Conflict (problem and challenges).
        iv. Final 2-3 cards: Resolution (your solution and call-to-action).
    - Add your website URL with tracking parameters:

```
https://yourwebsite.com/landing-page?utm_source=facebook&utm_medium=paid_social&utm_campaign=carousel_ad
```

    - Write primary text (the copy above the carousel):
        i. Start with a strong hook in the first line.
        ii. Keep paragraphs short and scannable.
        iii. Include a clear call-to-action.

        iv. Aim for 125-300 characters for optimal performance.
    - Add a compelling headline below the carousel.
    - Select an appropriate call-to-action button (e.g., "Learn More," "Shop Now," "Sign Up").
    - Review your ad in the preview section and make adjustments as needed.
    - Click "Publish" to submit your ad for review.

Complementary Video: From the AdsMasterclassScript.pdf - The training explains how to create effective carousel ads and how to structure them to tell a compelling story that converts.

Creating Video Ads

1. Select your Facebook page and Instagram account.
2. Choose "Single Video" as your ad format.
3. Upload your video:
    - Keep length under 10 minutes (2-3 minutes is ideal).
    - Ensure it captures attention in the first 3 seconds.
    - Add captions for viewers with sound off.
    - Use 1:1 (square) or 9:16 (vertical) aspect ratio for best results.
4. Structure your video using the HBCR framework:
    - First 3-5 seconds: Hook (attention-grabbing statement).
    - Next 15-30 seconds: Background (context and your story).
    - Next 30-60 seconds: Conflict (problem and challenges).
    - Final 30-60 seconds: Resolution (your solution and call-to-action).
5. Add your website URL with tracking parameters.
6. Write primary text following the same guidelines as carousel ads.
7. Add a compelling headline below the video.
8. Select an appropriate call-to-action button.
9. Review your ad in the preview section and make adjustments as needed.
10. Click "Publish" to submit your ad for review.

Complementary Video: From the AdsMasterclassScript.pdf - The training demonstrates creating effective video ads and explains why shorter videos often perform better than longer ones for cold traffic.

Creating Image Ads

1. Select your Facebook page and Instagram account.
2. Choose "Single Image" as your ad format.
3. Upload your image:
    - Use high-contrast, eye-catching visuals.
    - Include text overlay with your main message.
    - Ensure any person in the image is making eye contact with the camera.
    - Use 1:1 (square) aspect ratio for best results.
4. Add your website URL with tracking parameters.
5. Write primary text that tells a story:
    - Use one of the 13 story frameworks (celebration, victory, adventure, etc.).
    - Start with a strong hook.
    - Include personal elements to build connection.
    - End with a clear call-to-action.
6. Add a compelling headline below the image.
7. Select an appropriate call-to-action button.
8. Review your ad in the preview section and make adjustments as needed.
9. Click "Publish" to submit your ad for review.

Complementary Video: From the AdsMasterclassScript.pdf - The training shows how to create effective image ads and explains the importance of eye contact and high contrast in stopping the scroll.

Campaign Optimization

Monitoring Initial Performance

1. Allow campaigns to run for at least 3-5 days before making major changes.
2. Check your ads daily but avoid making frequent adjustments.
3. Each ad set needs approximately 50 conversions to exit the learning phase.
4. Focus on these key metrics:
    - Cost per acquisition (CPA): How much you're paying for each conversion
    - Return on ad spend (ROAS): Revenue generated divided by ad spend
    - Average order value (AOV): Total revenue divided by number of orders
    - Conversion rate: Percentage of visitors who complete desired action
5. Create a daily tracking spreadsheet with:
    - Date
    - Ad spend
    - Number of clicks

    - Click-through rate (CTR)
    - Number of conversions
    - Cost per conversion
    - Revenue
    - ROAS
    - Profit/Loss
6. Look for patterns across days of the week (weekends vs. weekdays).
7. Monitor frequency (how often the same person sees your ad) - keep below 3 for cold traffic.
8. Check comments on your ads daily and respond to maintain good ad relevance.

Complementary Video: From the AdsMasterclassScript.pdf - The training walks through the daily analysis process, showing a spreadsheet and explaining which metrics matter most when evaluating campaign performance.

Identifying Winning and Losing Ad Sets

1. Define clear success metrics before launching:
    - Target CPA (e.g., $50 per purchase)
    - Minimum acceptable ROAS (e.g., 1.2)
2. After 3-5 days, evaluate each ad set:
    - Winning ad sets: Meeting or exceeding your targets
    - Neutral ad sets: Close to targets but need more data
    - Losing ad sets: Significantly underperforming targets
3. For winning ad sets:
    - Increase budget by 20-25% (never more than 50%)
    - Make budget increases in the morning, not afternoon
    - Consider duplicating with slight audience variations
4. For neutral ad sets:
    - Let them continue running to gather more data
    - Make minor creative adjustments if needed
5. For losing ad sets:
    - If spent 2x your target CPA with no conversions, pause
    - If ROAS is consistently below 0.8, pause
    - Consider salvaging elements for new ad sets
6. Document what works and what doesn't for future campaigns.

Complementary Video: From the AdsMasterclassScript.pdf - The training demonstrates how to identify winning and losing ad sets and explains the decision-making process for scaling or pausing them based on performance data.

Scaling Strategies

1. Vertical scaling (increasing budget):
    - Increase budget on winning ad sets by 20-25% per day
    - Wait 2-3 days between increases to let the algorithm adjust
    - Continue until performance begins to decline
    - Example: $60 → $75 → $90 → $110 → $135
2. Horizontal scaling (expanding reach):
    - Duplicate winning ad sets with new audiences
    - Test lookalike audiences based on purchasers
    - Expand to new geographic regions
    - Example: Create 1%, 2%, and 3% lookalikes of purchasers
3. Creative scaling (expanding ad variations):
    - Create new ads based on winning themes
    - Test different formats (video, carousel, image)
    - Refresh creative every 2-4 weeks to prevent ad fatigue
4. Campaign structure scaling:
    - Create Advantage+ Shopping Campaigns (ASC) once you have conversion data
    - Test CBO (Campaign Budget Optimization) with multiple ad sets
    - Create separate campaigns for different funnel stages
5. Monitor performance closely during scaling - be prepared to pull back if metrics decline.

Complementary Video: From the AdsMasterclassScript.pdf - The training demonstrates the scaling process, showing how to increase budgets on winning ad sets and create new variations to expand reach without sacrificing performance.

Retargeting Campaign Setup

1. Create custom audiences based on:
    - Website visitors (last 30 days)
    - People who viewed specific pages but didn't convert
    - Cart abandoners

    - Previous purchasers (for upsells or repeat purchases)
2. Set up a retargeting campaign structure:
    - Campaign objective: Sales or Conversions
    - Budget: 10-20% of your acquisition budget
    - Audience: Your custom audiences from above
3. Create retargeting ads using the six cognitive biases:
    - Social proof: Show testimonials and user results
    - Authority: Highlight expertise and credentials
    - Power of now: Create urgency for immediate action
    - Power of free: Emphasize bonuses and free elements
    - Category heuristics: Show product features and comparisons
    - Scarcity: Highlight limited availability or time
4. Set up frequency caps to prevent ad fatigue (aim for 3-4 impressions per week).
5. Create exclusion audiences to prevent showing ads to recent purchasers.
6. Set up a 7-day retargeting window for high-intent visitors (added to cart).
7. Set up a 30-day retargeting window for all website visitors.

Complementary Video: From the AdsMasterclassScript.pdf - The training walks through setting up retargeting campaigns and explains the six cognitive biases used to create effective retargeting ads that convert warm traffic.

Funnel Optimization

Increasing Front-End Conversion

1. Split test headlines on your landing page:
    - Create a variation in your funnel builder
    - Send 50% of traffic to each version
    - Run for at least 100 visitors per variation
    - Declare a winner when one outperforms by 10%+
2. Test different video lengths:
    - Create a shorter version (under 10 minutes)
    - Test against your longer version
    - Focus on maintaining key selling points
3. Improve page load speed:
    - Compress images
    - Minimize plugins and scripts
    - Use a content delivery network (CDN)

4. Add social proof elements:
    - Customer testimonials with photos
    - Results screenshots
    - Trust badges and certifications
5. Ensure mobile optimization:
    - Test on multiple devices
    - Ensure buttons are large enough to tap
    - Minimize form fields
6. Implement clear call-to-action:
    - Use contrasting colors for buttons
    - Use action-oriented text ("Get Started Now")
    - Place CTAs above the fold and throughout the page

Complementary Video: From the AdsMasterclassScript.pdf - The training demonstrates how to split test different elements of landing pages to improve conversion rates and maximize the effectiveness of ad spend.

Maximizing Average Order Value

1. Add order bumps to checkout page:
    - Place visually distinct box before checkout button
    - Price at 30-70% of main offer
    - Make it complementary to main offer
    - Use checkmark that's pre-selected
2. Test different order bump price points:
    - Start with lower price (e.g., $19)
    - Test against higher price (e.g., $47)
    - Measure impact on both take rate and overall conversion
3. Create compelling upsells:
    - First upsell: 3-4x main offer price
    - Position as speed/automation enhancement
    - Show clear before/after scenarios
    - Include limited-time bonuses
4. Split test upsell pricing:
    - Test price points (e.g., $97 vs $197)
    - Measure both take rate and total revenue
    - Calculate earnings per visitor for each variation
5. Implement downsells for those who decline upsells:

    - Offer at 50% of upsell price
    - Position as "lite" version
    - Create sense of missing out
6. Add one-click upsells to reduce friction:
    - Store payment information from initial purchase
    - Allow single-click to add upsell
    - Show clear confirmation

Complementary Video: From the AdsMasterclassScript.pdf - The training shows how to implement and test order bumps and upsells to increase average order value and improve overall campaign profitability.

Building Backend Revenue

1. Implement follow-up email sequences:
    - Day 1: Welcome and product access
    - Day 2: Training and implementation tips
    - Day 3: Success stories and testimonials
    - Day 5: Upsell opportunity
    - Day 7: Check-in and support offer
    - Day 14: Advanced strategies and higher-ticket offer
2. Create strategic action plans for customers:
    - Offer personalized assessment ($199-$500)
    - Create questionnaire to gather customer information
    - Use AI to help draft personalized plans
    - Deliver via scheduled call
    - Present higher-ticket implementation options
3. Develop high-ticket offers:
    - $1,000-$5,000: Done-with-you implementation programs
    - $5,000-$25,000: Done-for-you services
    - Position as time-saving and results-accelerating
    - Include group and 1:1 support components
4. Build recurring revenue streams:
    - Monthly membership community ($30-$100/month)
    - Software access ($97-$297/month)
    - Ongoing coaching programs ($497-$2,000/month)
    - Create annual payment options at 10-20% discount
5. Host periodic live events and workshops:

- Webinars with special offers
- Virtual implementation workshops
- In-person mastermind events
- Use these as "turbo boosts" for revenue

Complementary Video: From the AdsMasterclassScript.pdf - The training explains how to build backend revenue streams that maximize the lifetime value of customers acquired through Facebook ads.

Tracking and Analytics

Attribution Setup

1. Use UTM parameters in all ad URLs:
2. `Copy code`
3. `markdown`
   `?utm_source=facebook&utm_medium=paid_social&utm_campaign=[CAMPAIGN_NAME]&utm_content=[AD_NAME]`
4. Set up conversion API for improved tracking:
   - Go to Events Manager > Settings > Conversions API
   - Follow the setup instructions for your platform
   - For Go High Level, create an automation:
     - Trigger: Purchase order submitted
     - Action: Facebook Conversion API
     - Include access token, pixel ID, and event details
5. Create custom reports in Ads Manager:
   - Click "Columns" > "Customize Columns"
   - Add relevant metrics (CPA, ROAS, AOV)
   - Save as a preset for future use
6. Set up daily automated reports:
   - Go to Ads Manager > Reports
   - Create a new report with your key metrics
   - Schedule daily delivery to your email
7. Track lifetime customer value by acquisition source:
   - Create a spreadsheet to track customer purchases over time

- Group by acquisition source
- Calculate average LTV per source
- Use this data to inform ad spend decisions

Complementary Video: From the AdsMasterclassScript.pdf - The training demonstrates how to set up proper tracking and attribution to ensure accurate data for campaign optimization.

Advanced Tracking Techniques

1. Implement value-based optimization:
    - Pass transaction values to Facebook
    - Enable value optimization in campaign settings
    - Set minimum ROAS target once you have data
2. Set up offline conversion tracking:
    - For sales that happen outside your website
    - Go to Events Manager > Offline Conversions
    - Create a data set and follow setup instructions
3. Use Facebook Analytics for deeper insights:
    - Analyze customer journey across touchpoints
    - Identify drop-off points in your funnel
    - Discover demographic insights about converters
4. Implement cross-device tracking:
    - Enable Advanced Matching in your pixel settings
    - Pass user identifiers (email, phone) when available
    - Review cross-device reports in Analytics
5. Set up A/B testing through Experiments:
    - Go to Ads Manager > Experiments
    - Create A/B tests for audiences, placements, or creative
    - Set clear success metrics
    - Run tests for at least 4 days

Complementary Video: From the AdsMasterclassScript.pdf - The training covers advanced tracking techniques that help optimize campaigns and improve return on ad spend.

Troubleshooting Common Issues (continued)

1. If pixel isn't tracking:
    - Verify pixel is installed correctly using Pixel Helper
    - Check for browser extensions blocking tracking
    - Ensure conversion events are set up properly
    - Verify you're using the correct Pixel ID
    - Check for JavaScript errors on your website
2. If ads aren't delivering:
    - Check payment method is valid
    - Review ad for policy violations
    - Ensure targeting isn't too narrow
    - Check if budget is too low for your bid strategy
    - Verify campaign is scheduled correctly
3. If conversion costs are too high:
    - Review audience targeting for relevance
    - Check ad creative for clarity and appeal
    - Examine landing page for conversion barriers
    - Test different ad formats and messages
    - Consider adjusting your offer
4. If account gets restricted:
    - Review Meta's advertising policies
    - Submit an appeal if appropriate
    - Maintain a backup ad account
    - Consider using a Business Manager with history
    - Keep ad content moderate and compliant

Complementary Video: From the AdsMasterclassScript.pdf - The training addresses common troubleshooting issues and provides solutions to ensure campaigns run smoothly.

Ongoing Optimization

Weekly Optimization Routine

1. Monday: Review weekend performance and adjust budgets

2. Tuesday: Analyze ad creative performance and plan new variations
3. Wednesday: Check audience performance and research new targeting options
4. Thursday: Optimize landing pages and funnel elements
5. Friday: Prepare weekend strategy and schedule content

Monthly Optimization Routine

1. Week 1: Comprehensive performance review and strategy adjustment
2. Week 2: Major creative refreshes and new ad concepts
3. Week 3: Funnel optimization and conversion rate improvements
4. Week 4: Scaling plan development for successful campaigns

Quarterly Optimization Routine

1. Month 1: Review overall strategy and business alignment
2. Month 2: Major campaign restructuring and audience expansion
3. Month 3: New offer development and testing

Staying Updated with Platform Changes

1. Subscribe to Meta for Business email updates
2. Join Facebook advertising communities and forums
3. Follow industry experts on social media
4. Attend virtual events and webinars on Facebook advertising
5. Regularly check Meta's Business Help Center for announcements

Advanced Strategies

Advantage+ Shopping Campaigns (ASC)

1. Wait until you have conversion data from standard campaigns
2. Create a new campaign with the "Sales" objective
3. Select "Advantage+ Shopping Campaign" option
4. Set your budget (start with the same as your best-performing standard campaign)

5. Let Facebook handle audience targeting automatically
6. Upload all your best-performing creatives
7. Monitor performance closely for the first week
8. Scale budget gradually if performance is positive

Complementary Video: From the AdsMasterclassScript.pdf - The training explains how to set up and optimize Advantage+ Shopping Campaigns for broader reach and automated optimization.

Lookalike Audience Strategies

1. Create seed audiences from your best customers:
    - All purchasers (minimum 1,000 for best results)
    - High-value purchasers (top 25% by spend)
    - Multi-buyers (purchased more than once)
    - Engaged website visitors (visited 3+ pages)
2. Create lookalike audiences at different percentages:
    - 1% lookalike (most similar to seed audience)
    - 2% lookalike
    - 3-5% lookalike (broader reach)
3. Test lookalikes against interest-based targeting
4. Layer lookalikes with interests for more refined targeting
5. Refresh seed audiences monthly to maintain relevance

Complementary Video: From the AdsMasterclassScript.pdf - The training demonstrates how to create and use lookalike audiences to find new customers similar to your best existing customers.

Creative Testing Framework

1. Develop a hypothesis for what might improve performance
2. Create variations based on one variable at a time:
    - Hook (first line of copy)
    - Primary text length (short vs. long)
    - Image style (person vs. product)
    - Video length (short vs. long)
    - Call-to-action strength

3. Set up a proper A/B test:
    - Use the same audience
    - Run for at least 3-5 days
    - Spend enough to get statistical significance
    - Aim for at least 1,000 impressions per variation
4. Analyze results based on:
    - Click-through rate
    - Cost per click
    - Conversion rate
    - Cost per acquisition
5. Implement winning variations and continue testing

Complementary Video: From the AdsMasterclassScript.pdf - The training explains how to systematically test ad creative to continuously improve performance.

Multi-Channel Integration

1. Coordinate Facebook ads with other marketing channels:
    - Email marketing
    - Google Ads
    - YouTube
    - TikTok
    - Organic social media
2. Use consistent messaging across all channels
3. Implement cross-channel attribution:
    - Use UTM parameters consistently
    - Set up Google Analytics for multi-channel reporting
    - Track customer journey across touchpoints
4. Develop channel-specific strategies:
    - Use Facebook for awareness and retargeting
    - Use Google for search intent
    - Use email for nurturing and retention
5. Create an integrated content calendar
6. Allocate budget based on channel performance

Complementary Video: From the AdsMasterclassScript.pdf - The training discusses how to integrate Facebook ads with other marketing channels for maximum impact.

Conclusion

This comprehensive SOP provides a structured approach to setting up and optimizing Facebook ad campaigns. Remember that successful Facebook advertising requires continuous testing, learning, and adaptation. The platform and best practices evolve constantly, so stay flexible and data-driven in your approach.

Focus on creating compelling offers, engaging creative, and proper tracking to maximize your return on investment. With consistent application of these principles, you can build a profitable and scalable Facebook advertising system for your business.

Key takeaways:

1. Proper account setup and pixel implementation are essential foundations
2. Campaign structure and audience targeting determine initial success
3. Creative quality and messaging significantly impact performance
4. Continuous optimization based on data is necessary for long-term success
5. Backend monetization strategies maximize customer lifetime value

By following this SOP, you'll be well-equipped to create, manage, and optimize Facebook ad campaigns that generate consistent results for your business.