Meta/Facebook Ad Setup
Checklist for Creating a Campaign

Facebook Ads Tutorial Video Guide

BEFORE YOU START

- [ ] Create a Business Manager account at business.facebook.com
  How-To Video
- [ ] Add your business details, including your address and website
- [ ] Link your existing Facebook page to your Ad Account so everything works together
- [ ] Verify your domain ownership through Business Manager
- [ ] Set up Meta Pixel on your website (you need this for tracking)
  How-To Video
- [ ] Install the Pixel Helper Chrome extension to verify proper installation
- [ ] Set up Conversion API if possible (this works alongside the pixel but is more reliable)
  How-To Video
- [ ] Make a list of the SIE tutoring subjects you'll focus on (start with your most popular)
- [ ] Collect high-quality images of your tutors and students in action (authenticity matters!)
- [ ] Prepare your business documents for account verification if requested

PAYMENT & ACCOUNT SETUP

- [ ] Add a payment method to your Ad Account
- [ ] Choose a monthly spending limit that fits your goals
- [ ] Add account admins with appropriate permissions
- [ ] Set up 2-factor authentication for security
- [ ] Complete any identity verification steps Meta requires
- [ ] Review and accept Meta's advertising policies
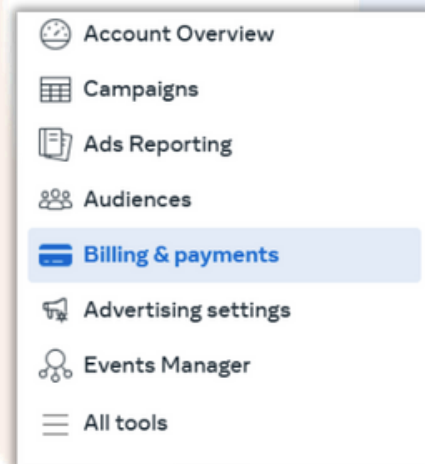
AUDIENCE CREATION

[ ] Create custom audiences based on:
- Website visitors (last 30, 60, 90, 180 days)
- Page engagement (people who engaged with your page)
- Video viewers (if you have videos on your page)
- Email list upload (compile your lead emails)
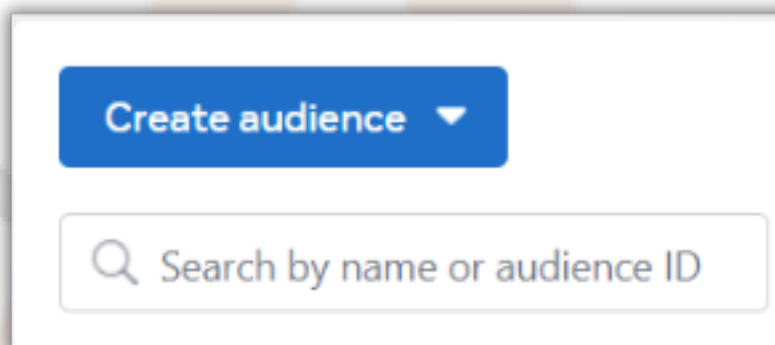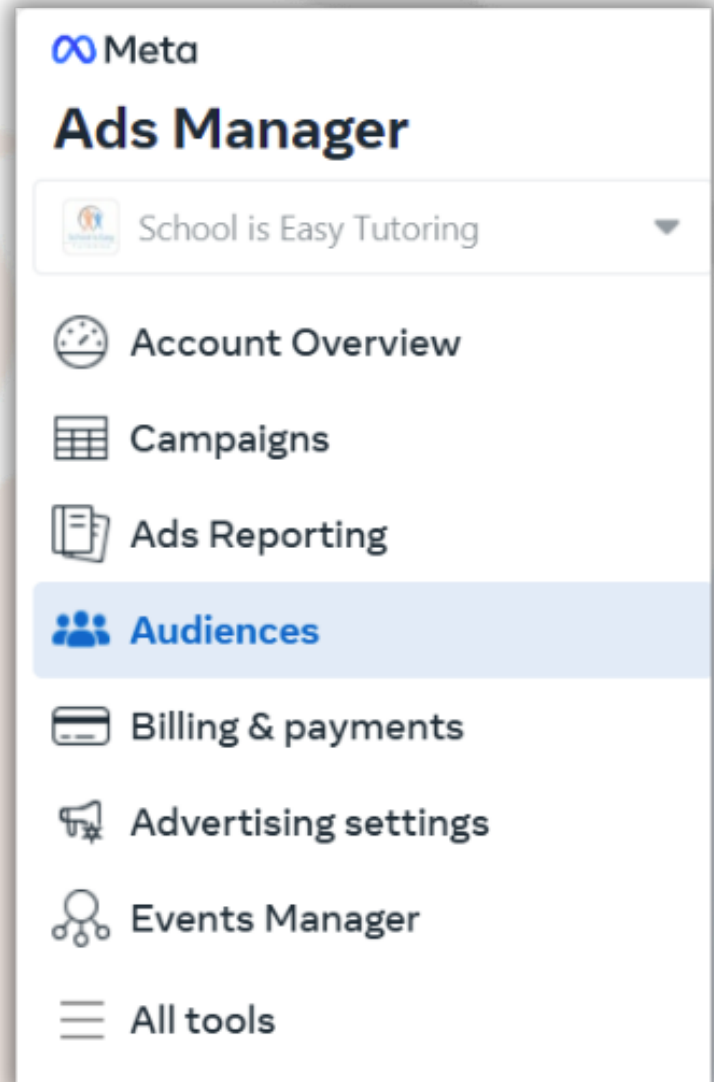- Phone number upload

How-To Video

[ ] Create lookalike audiences (1%, 2%, 5%) based on:
- Your current students
- Website visitors who reached the application page
- Previous leads who converted

How-To Video

[ ] Build saved audiences for cold targeting:
- Kids' age groups and school grades
- A radius around your location (10 miles or 15–25 km)
- Interests like test prep, tutoring, and educational support

∞ Meta

Ads Manager

School is Easy Tutoring

- Account Overview
- Campaigns
- Ads Reporting
- **Audiences**
- Billing & payments
- Advertising settings
- Events Manager
- All tools

Create audience ▼

🔍 Search by name or audience ID

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CAMPAIGN SETUP

[ ] Decide on campaign objectives based on goals:
- Lead generation (for collecting direct inquiries)
- Conversions (for website applications)
- Traffic (for awareness/consideration)

[ ] Set campaign budget:
- Daily Budget: 0.03% of your monthly budget
- Consider campaign budget optimization
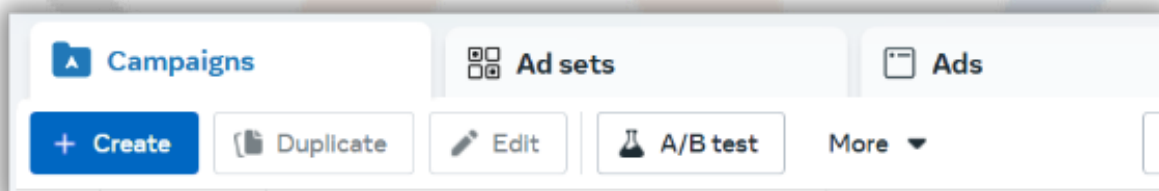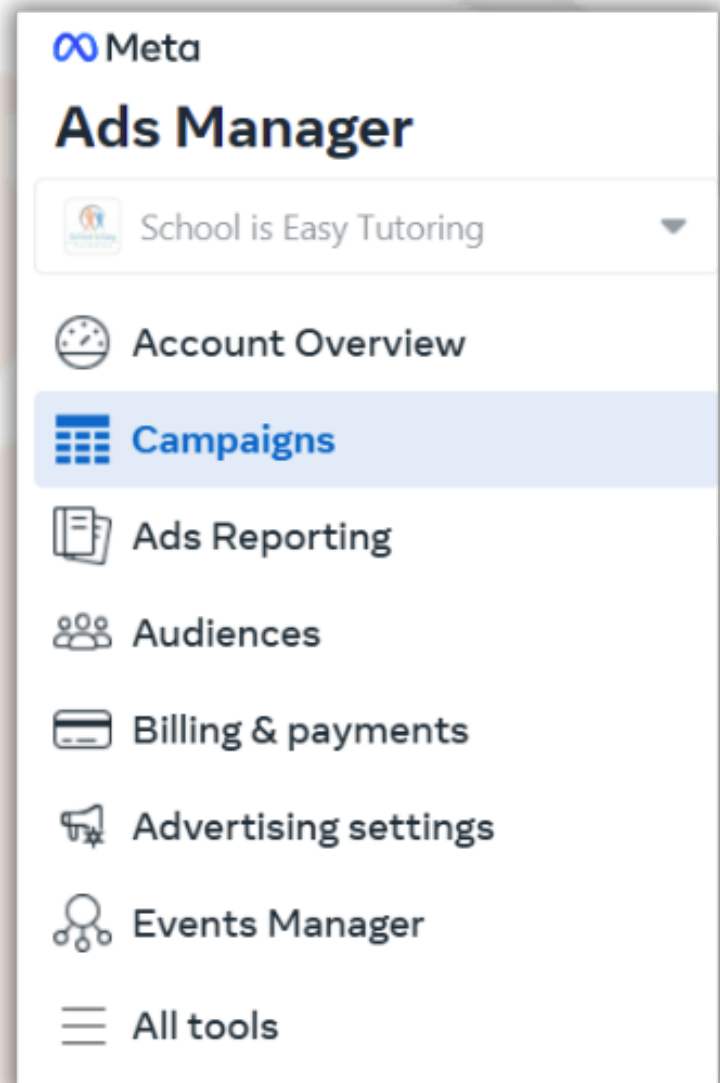- Plan to test 2-3 campaigns simultaneously

[ ] Create proper tracking with UTM parameters
- utm_source=facebook
- utm_medium=paid
- utm_campaign=[program_name]
- utm_content=[ad_identifier]

[ ] Set up conversion tracking for key actions:
  - Form submissions
  - Phone calls
  - Page visits
  - Application starts/completions

  How-To Video

∞ Meta

Ads Manager

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⊙ Account Overview

▦ Campaigns

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📢 Advertising settings

⛓ Events Manager

☰ All tools

▣ Campaigns   ▦ Ad sets   ▢ Ads

+ Create   ▥ Duplicate   ✎ Edit   ⚗ A/B test   More ▼

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T U T O R I N G

AD SET CREATION

[ ] Set proper targeting parameters:
- Geographic targeting (Location + surrounding areas)
- Choose age ranges that match your students' grade levels
- Use detailed interests like tutoring, test prep, or school subjects
- If possible, exclude families already enrolled to avoid redundancy

[ ] Ad scheduling:
- Start with all days/times
- Later optimize based on performance data
- Consider your office hours for phone inquiry campaigns

[ ] Placement selection:
- Start with Advantage+ placements
- After gathering data, focus on top-performing placements

[ ] Budgeting at ad set level:
- A solid starting point is $15–$20 per day per ad set
- Consider lifetime budgets for specific promotions

CREATING EFFECTIVE ADS

[ ] Image/Video requirements:
- Multiple sizes for each ad (1:1, 16:9, 9:16)
- Less than 20% text on images (no longer a strict rule but still best practice)
- Bright, clear photos showing real kids/tutoring/location
- 3-5 images per ad to test performance

[ ] Ad copy guidelines:
- Primary text: 125-250 characters ideal
- Headline: 40-50 characters maximum
- Description: 30-100 characters
- Create 2-3 variants of each to test

[ ] Call-to-action selection:
- "Learn More" for awareness
- "Apply Now" for direct response
- "Call Now" for phone inquiries

[ ] Include:
- Tutoring start dates
- Positive stats about kid and parent satisfaction
- Short testimonials where relevant

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FORM/LANDING PAGE SETUP

[ ] Lead form options:
- Meta lead forms: These are easy to complete, but are sometimes lower quality
- Website forms: More qualified but higher friction
- Instant forms work well for initial interest

[ ] Form fields to include:
- Parent's name
- Email and phone number
- Subject(s) of interest
- Preferred start date
- Child's age
- How they heard about SIE

[ ] Landing page best practices:
- A mobile-friendly layout that works seamlessly on any device
- Fast loading speed—parents shouldn't have to wait
- Clear, concise details about your tutoring programs
- A highly visible, easy-to-complete form
- Trust-building elements like testimonials from happy parents
- Minimal distractions—keep navigation simple and focused

[How-To Guide](#)

OPTIMIZATION & MANAGEMENT

[ ] Check ad performance daily for the first two weeks
[ ] Wait at least 3-4 days before making significant changes
[ ] Identify top performing:
- Ad creative variations
- Audience segments
- Curriculum/offerings
- Times of day/week

[ ] Budget adjustment strategy:
- Increase budget on high-performing ads by 20% increments
- Decrease or pause low performers (>2x cost per lead)
- Aim for consistent lead flow rather than sporadic spikes

[ ] A/B testing plan:
- Test one element at a time
- Run tests for at least 4-5 days
- Require statistical significance before declaring winners
- Always have new tests ready to implement

SCALING STRATEGY
[ ] Vertical scaling:
- Increase budget on winning campaigns by 20% every 3-4 days
- Watch for performance drop-offs when scaling

[ ] Horizontal scaling:
- Create similar campaigns with new audiences
- Duplicate winning campaigns with minor adjustments
- Expand geographic targeting gradually

[ ] Creative refreshes:
- Plan to update ad creative every 2-3 weeks
- Maintain similar messaging but refresh images/layout
- Test new angles on successful concepts

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REPORTING & ANALYTICS

[ ] Weekly reporting focus:
- Cost per lead by tutoring session, Lead-to-application conversion rate, Ad frequency (watch for ad fatigue), Top performing creative/copy, and Demographic insights of converters

[ ] Monthly review:
- Overall ROI calculation, Cost per enrollment, Budget allocation by curriculum, New audience discover

ADVANCED TACTICS (ONCE THE BASICS ARE MASTERED)

Retargeting sequences:
- Create multi-step messaging for people who engaged but didn't convert
- Different messaging based on which subject they viewed

Automation rules:
- Set up rules to pause ads when frequency exceeds 3
- Automatically increase the budget on ads with a low cost per lead

Seasonal strategy:
- Build campaigns around key enrollment periods
- Create special messaging for traditional school year times (after school tutoring, back-to school, test prep)

Exclusion strategy:
- Build exclusion audiences of people who have already inquired
- Refresh these exclusions every 30 days

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