

“THE BLUEPRINT”

THE SIMPLE FORMULA FOR
SUCCESSFUL META ADS



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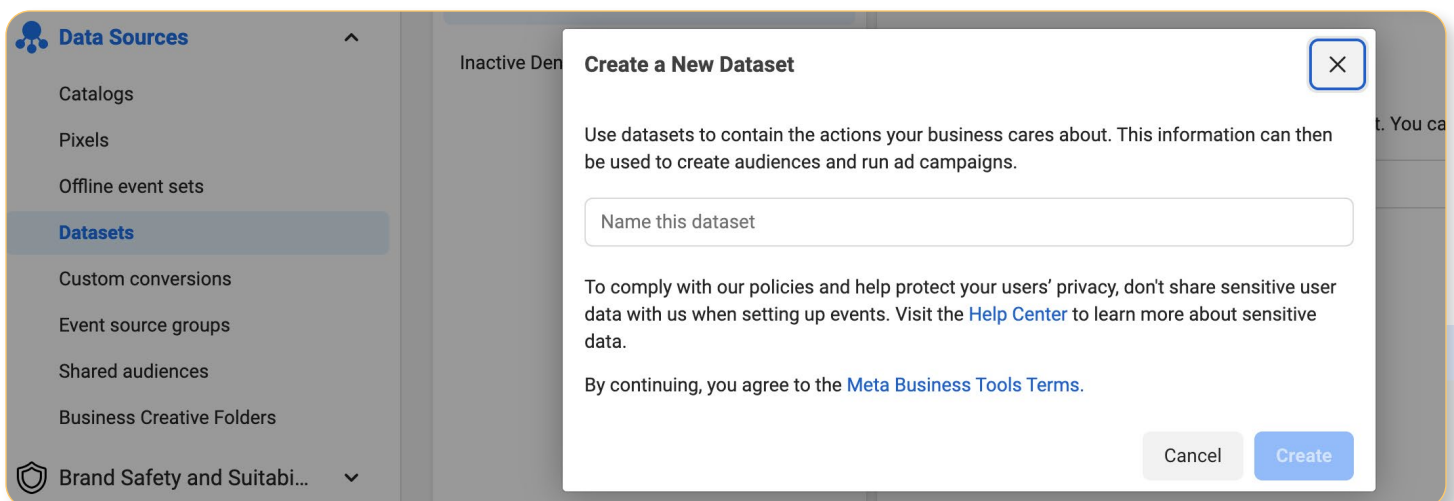
Hey! I'm PJ, welcome to my simple yet effective Meta ads strategy. I have been managing and creating Meta ads for about 7 years now. It is my passion. I have spent millions of dollars learning, testing, and optimizing. Throughout all of this, I have concluded that following this simple strategy will put you in the best position to be successful. Ready?

P.S. - you need to set up your business account and have a functional website for the best chance at success. You can set up a business account by going to business.facebook.com.

CHAPTER 1:

TRACKING AND OPTIMIZATION

- a. You need to set up a Meta pixel.
- b. A Meta pixel is confusing, yes, the first time you do it (which should be the only time), but it is quite simple. The pixel is a snippet of code that goes into the header of a website. The pixel tracks the “events” that are happening on your website. An event is an action on a website. So a pageview, purchase, add to cart, lead, etc. Your pixel tracks those events and records them as conversions in your ad results.
- c. Typically if you’re creating your website from Wix, Shopify, Squarespace, or WordPress - there will be a Meta ads integration in which you copy and paste the pixel ID into the designated spot on your website.
- d. If you need to install the Meta pixel manually on your site, the best practice is to watch a YouTube video (type in “how to install a Meta pixel”) or [contact me](#) - at rawstrategic.com we will do it together.



i. Create and Place Your Pixel

1. Go to your Meta Ads Manager account and click on the hamburger icon in the top left corner. From the drop-down menu, select “Pixels” under the “Data Sources” section. There is a chance you will need to instead go to the “Data Sets” section instead. Meta is migrating everyone from pixels to data sets.
2. Click on the “Add” button and then give your pixel a name. You can have multiple pixels for different websites or businesses, so choose a name that will help you identify it easily.
3. Select “Manually install pixel code yourself” as the installation method and click on the “Continue” button.
4. You will now see the pixel code that you need to install on your website. Copy the entire code.
5. Open your website’s backend or content management system (CMS) and locate the header section of your website. This is typically found in the template or theme files.
6. Paste the pixel code into the header section of your website’s template or theme files, just before the closing `</head>` tag.
7. Save the changes to your website’s files and refresh your website to ensure that the pixel code is installed correctly.
8. Once the pixel is installed, you can test it using the Meta Pixel Helper tool. This is a free Chrome extension that will help you ensure that your pixel is working properly. Simply install the extension and visit your website. If the pixel is working correctly, you will see a green icon with the number of pixels firing on the page.

- e. Now here's another way to track conversions - Conversion API. The Conversion API or "CAPI" is designed to create a connection between an advertiser's marketing data (such as website events, app events, and offline conversions) from an advertiser's server, website platform, mobile app, or CRM to Meta systems that optimize ad targeting, decrease cost per result and measure outcomes.
- f. As a beginner or even on the intermediate level, setting up the CAPI token is kind of confusing and difficult. I would recommend you consult a web developer to help you out. Otherwise, you can use Meta's documentation → <https://developers.Meta.com/docs/marketing-api/conversions-api/> or go on YouTube and search, "How to set up a conversion API in meta ads."
- g. You can always check to see if your Meta pixel or Conversion API is installed or properly set up on your site correctly by getting the Google Chrome Extension called "Meta Pixel Helper" and also testing your events in the Events Manager of Meta's Business Suite.

Overview **Test events** Diagnostics History Settings

Test Your Events

Check that your events are set up correctly. Test events are meant to help you validate that your website, app and server events are being received as intended. There is no guarantee that the behavior you see in Events Manager Test Event page will be the same in other Facebook environments.

Any data processing restrictions resulting from your personal Ad Preferences and 3rd party data controls and consent status will not apply to your test events.
[Learn more](#)

Select a marketing channel to receive its corresponding instructions:

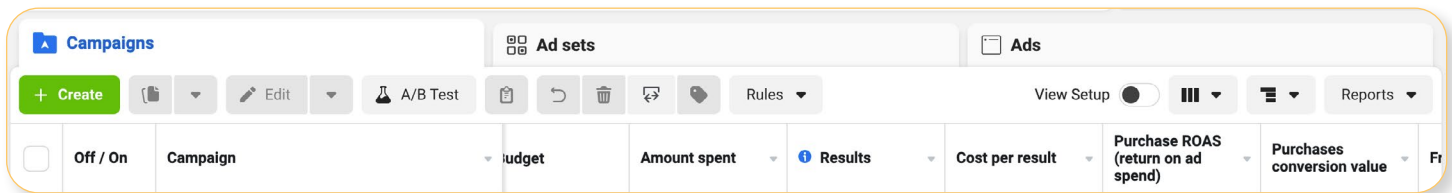
Website ▼

Confirm your server's events are set up correctly ▼

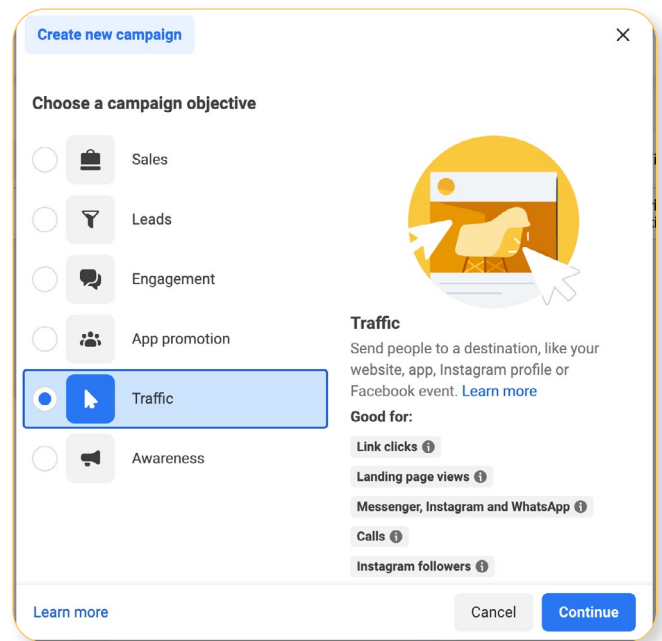
Confirm your website's events are set up correctly ▼

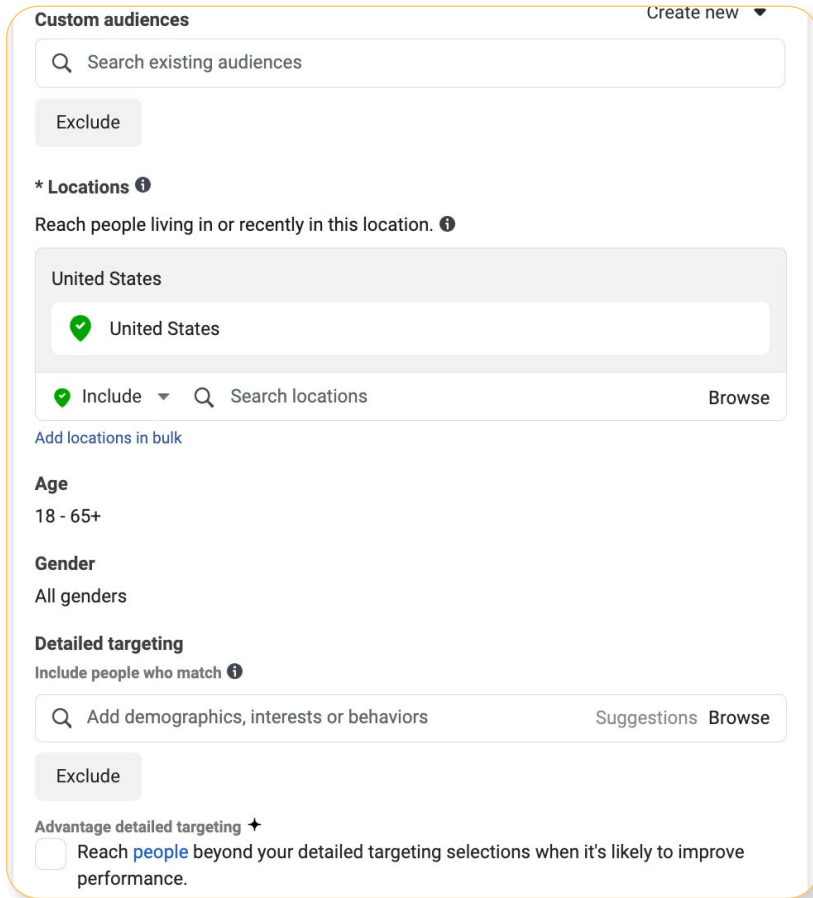
CHAPTER 2: LET'S CREATE SOME ADS

- a. Let's create some ads. Go to your ads manager and let's get started.
- b. You'll see 3 tabs at the top, Campaigns, Ad Sets, and Ads.



- c. Imagine this, let's use my famous book analogy. Your Campaign is your book, within your book, you have multiple chapters, all called ad sets. Within each ad set or chapter, you have your pages or ads. All three tie together. When you create a campaign, you're also creating an ad set and an ad. Make sense? If not I'll explain 1v1 (contact me - rawstrategic.com).
- d. Now, here we go. Let's create our first campaign. Your objective, Traffic." Oh PJ, I want leads or sales because I'm trying to get email addresses or get people to purchase!!" My answer is, just trust me. I'm your Meta ads guy, right?
- e. Click continue.





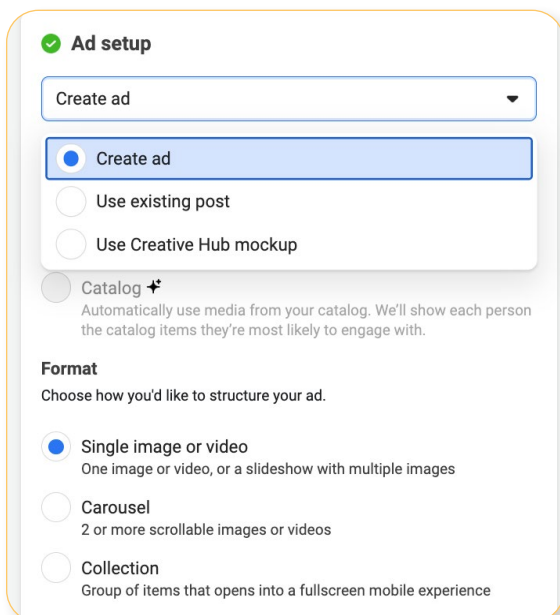
- f. Now we're in our campaign settings, right? Nothing too much in here, just make sure to turn that Advantage Campaign Budget on, or so help me God. That allows you to setup your budget on the campaign level rather than the ad set level. This allows you to test out different audiences via your ad sets without overspending. Yeah yeah, you want to test out different audiences - I get it. And that will come in the future.
- g. Click next, it's in the bottom right corner.

- h. Now, we're on our ad set settings. Conversion location → website.
- i. Don't set an end date if you plan on watching your ads. Setting an end date never allows you to set it indefinitely. But do what you want.
- j. Now onto audiences. There are two types of audiences, Detailed Targeting, and Custom Audiences.
- k. First, no matter if you run a DT or CA, you still have to define age, gender, location, and language.
- l. What is detailed targeting
 - i. It is targeting based on keywords, behaviors, interests, or demographics.
- m. Remember, you're running Advantage Campaign budget, so make sure to run as many audiences as you want. Just simply duplicate the ad set and create a new audience.

- n. Trying narrowing the audience to include an “and” audience rather than just an “or” audience.
- o. Try a total BROAD audience or nothing in there. Meta AI is smart. Your pixel and Meta’s algorithm need to learn. Sometimes setting up a broad audience is really worth it.
- p. Let’s create 5 ad sets with all different detailed targeting audiences.
- q. Leave it on automatic placements, Meta knows best, you don’t.
- r. NOW THIS IS IMPORTANT - change the optimization for ad delivery to Landing Page Views. The default is Link Clicks. Switch that, fast.

s. Link Clicks vs. Landing Page Views.

- i. Link clicks optimizing for the click on the ad (shares, comments, click on the ad but not website load, likes)
- ii. Landing page views optimize for the person clicking on the ad, the website loads, and the pixels fires.
- iii. See the difference, in your world, a Landing Page View (LPV) is way more valuable than a link click (LC).



- t. So there are your ad sets.
- u. Now onto those ads. Ads are easy to create or pull from an existing post. Just follow the path of creating an ad on the ad settings. You can either create an ad manually or pull an existing post.
- v. If manual, input an image or video (preferably video). You will need two sizes, 1080x1080 and 1080x1920 to be optimal.

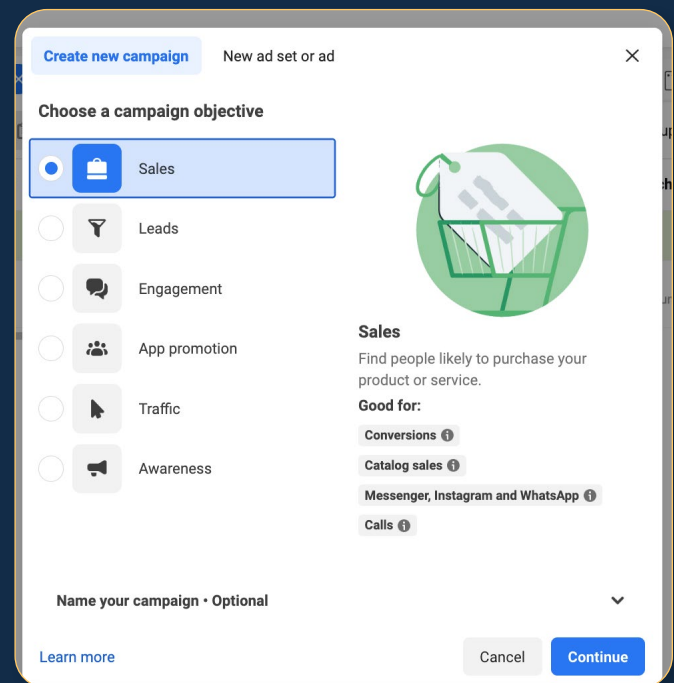
- w. Write some copy, test out short vs long, and see what converts better.
- x. The primary text is what goes above the ad creative (creative means the artwork of the image or video). Keep this informative and why a person should be interested in what you have to offer.
- y. The headline is what goes below the image. The headline is important. It needs to grab attention. Not clickbait. But something like, “The Best Simple Strategy for Meta Ads.” Yeah, something like that, that’s pretty good. Right?
- z. Next the CTA button, choose it, you’re limited to what Meta has to offer. Choose one that sounds right. If none sound right, use “learn more.”

- i. Finally, the website, place your URL from your landing page there. If your website URL is long and wild, you can input a clean-looking display link that will display on the ad.
- ii. You want to create at least 4 ads per ad set. You will A/B test each set of 2. Just keep everything the same on the ads except for 1 thing (which could be the creative or copy). You don’t have to do this but it is helpful when trying to make future decisions.
- iii. Simple right? The traffic campaign is gas for your driving campaign, the retargeting campaign. This works dynamically, so forever and ever, as long as you have money and a budget to spend, of course.
- iv. Make sense? If not contact me and we will do it together here (rawstrategic.com)

CHAPTER 3:

RE-TARGETING

- a. Yeah, the strategy involves you running 2 campaigns at once. The Traffic campaign fuels your re-targeting.
- b. The traffic campaign places people in your sales funnel, near the awareness and consideration stages. The retargeting will convert them and help them enjoy post-conversion bliss from your product or service.
- c. Click Create in the ads manager, your objective will be sales (that encompasses conversions/leads/sales).
- d. Advantage Campaign Budget, yes, please. You know it.
- e. Let's get to that ad set level
- f. Your conversion location is the website. Choose your pixel right below that and click the event you want to optimize for, what is that? Leads, purchase, add to cart? Up to you.
- g. Ditch the dynamic creative for now.
- h. The most important part is → Audience. Re-Targeting campaigns are going to use custom audiences for your audiences.



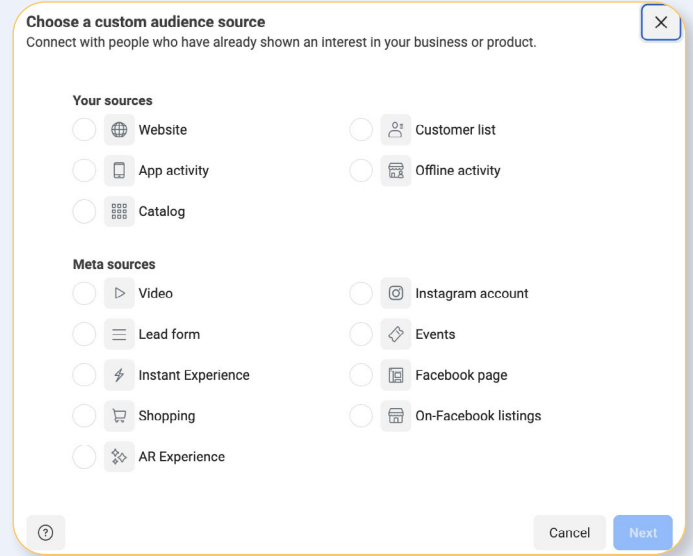
i. Best Re-Targeting Ad Set Audiences on Meta

1. Social

- a. 1 → Create a custom audience of people who have engaged with a post or ad on IG in the past 7 days.
- b. 2 → Create a custom audience of people who have engaged with a post or ad on FB in the past 7 days.

2. Web

- a. 1 → Have viewed your website in the past 14 days
- b. 2 → If you want to exclude people who have already purchased or filled out a form, you can do that either within the custom audience or you can create a new custom audience to use an exclusion



3. Video

- a. 1 → Have viewed your video for at least 10 seconds of your video.
- b. Exclude previous converters.

4. ATC

- a. 1 → People who have added to cart in the past 14 days
- b. Exclude previous converters.

See? Your re-targeting campaigns are using your traffic campaigns to fuel their ad sets and ads. Cool, huh? FYI: each of these re-targeting audiences will be their own ad set. So you will have multiple ad sets within your re-targeting campaign. Like a book with many chapters, right?

- i. Ads are similar to traffic, you want a few per ad set. The only real difference is to keep these more simple and shorter. Include a promo code as well. Remember these people are close to the bottom of the funnel for you. They know who you are because they have interacted with you before but did not convert... yet. Let's make them convert with a new creative and a promo code.



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So yeah, that's about it really, simple huh? If you don't think so and need help, contact me at rawstrategic.com and I will explain this 1v1 on Zoom where we can do this together. I'm a Meta Ads coach, mentor, consultant, or whatever you want to call it. This is my passion and I can't wait to share this with you more in depth. Thanks for reading!

BONUS:

Helpful tips (I'm a Meta ads coach to over 150 different people and businesses, here are some of the top questions I get asked EVERY call).

1. What budget should I start with?
 - a. Just start small, \$20 a day is the minimum. You need to feed your pixel and get the algo going, running \$5 a day is not going to cut it.
 - b. Also, look at your margins. If your product costs \$10, shoot for a 2.0 ROAS (Return on Ad Spend) at least. Spend \$5 to make \$10. But also include your overhead and hours into that calculation.
2. How long should I wait to start seeing results?
 - a. At least 48 hours.
3. Should I split test?
 - a. Yes, split test everything, but mostly ads. A/B test 2 different ads just changing one specific thing about it.

