



META ADS TRAINING

Facebook & Instagram Advertising Mastery



What This Training Covers

- Meta Ads ecosystem & account setup
- Business Manager & ad account structure
- Campaign objectives & funnel strategy
- Audience research & detailed targeting
- Creative strategy (images, videos, UGC)
- Budgeting, scaling & optimization
- Performance tracking & analytics



META ADS

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META ADS



Course Outlines

- Introduction to Meta Ads, Facebook Ads, Instagram Marketing, WhatsApp Marketing, Messenger Marketing
- Accounts Creation Business Manager Ad Account National/International
- Campaign Creation, Ad Set Creation, Ad Level Creation
- Budget Management, Audience Research, Detailed Targeting, Placement
- Creative Production, UGC Content guidance



- Audience Insights, Saved Audience, Custom Audience, Lookalike Audience, Pixel installation
- Campaigns/ad sets analysis, campaigns/ad sets testing, CBO/ABO,
- CAP Rule formula, Scaling Methods, Marketing Funnel guidance
- Organic marketing, Marketing, Tips & Tricks & Tools for business scaling

Introduction of Meta Ads: Why Meta Ads?

Meta Ads refers to the advertising platform offered by Meta Platforms, Inc. (formerly Facebook, Inc.), which allows businesses to promote their products and services across Facebook, Instagram, Messenger, and WhatsApp.

Why?

With billions of active users and a mature audience, Meta Ads offers powerful tools for targeted advertising, allowing businesses to reach specific audiences based on demographics, interests, behaviors, and location.

How to Create a Facebook Page (2025 Guide)



Step 1: Log in to Facebook (Go to [facebook.com](https://www.facebook.com) and log in to your **account**; you need this to manage the page.)

Step 2: Go to Page Creation (Click on the **menu icon** (☰) in the top-right corner. Select "**Pages**" from the menu. - Click "**Create New Page.**")

Step 3: Fill in Page Details (You'll see a form to enter the following: **Page Name**—e.g., *Posh Kulture*; **Category**—e.g., *Clothing Brand, Fashion Designer, Local Business*; **Bio (optional)**—Short description about your business. Facebook will show a preview of your page as you type.)

Step 4: Add Images (**Profile Picture**—Recommended: your logo or brand image (1:1 ratio, e.g., 500x500 px and **Cover Photo**—A banner image that represents your business (e.g., 1200x628 px)

Step 5: Create Page (Click the "**Create Page**" button at the bottom.)

After creating the Page, **Add More Info**: Contact number, Website, Business hours, and Location (if applicable).



How to create a Business Manager/portfolio

Go to your profile icon (bottom left) → click **"Create a business portfolio."**

Enter your **business name**, your **full name**, and a **business email**. Submit and check your email for a **confirmation link**—click **"Confirm Now"**

Provide business details.

After confirming your email, you'll be prompted to add your business's **legal name**, **address**, **phone**, and **website**.

After creating BM, it may be approved or restricted.

Your BM may be **restricted** or **disabled** if run ads that violate **Meta's Ad Policies** (e.g., misleading or prohibited content). Suspicious or **unusual payment activity**, **face** not properly displayed in the profile picture. Fake name. Using **fake** or **unverified** information (e.g. fake business name or location). Being linked to **disabled ad accounts** or a **bad payment history**.

How to recover BM

Go to Settings – BM setting – click on all tools—business support home – account overview – view my account (a restricted account shows no advertisement or restricted) – click on request review on the top right of the interface. Upload the ID card front picture; it may take 1 to 2 days to verify your account.

Give Access to a Person (Step-by-Step)

1. **Go to Business Settings**
2. **Click "People" in the left menu.** (Under "Users," click "People.")
3. **Click "Add" (blue button).** A pop-up will appear asking for the person's **email address**
4. **Enter Email and Assign Role** (Type their work email).

Choose their access level:

- i. **Employee Access** — Limited, recommended for regular staff



- ii. **Admin Access** — Full control over the business
- iii. Or click **Show Advanced Options** for specific roles (Finance, Developer, etc.)
5. **Assign Assets (Optional but Recommended):** Select the **Pages, Ad Accounts, Catalogs, or Pixels** they can access. Set their permissions (view, manage, create ads, etc.)
6. Click **“Invite.”** - The person will receive an **email invitation**. Once they accept, they'll appear under your Business Manager as a team member

Ads Account

An **Ad Account** in Meta Business Suite is a tool that allows you to create, manage, and pay for ads on Facebook, Instagram, and other Meta platforms. It lets you set your campaign goals, define your target audience, manage budgets, track ad performance, and assign roles to team members. Each ad account includes billing settings, connected assets like Facebook Pages or Instagram profiles, and access controls. It's essential for running and organizing all your paid advertising activities under one business profile.

To create an ad account in Meta Business Suite:

1. Open **Business Settings**.
2. Click **"Ad Accounts"** under **Accounts**.
3. Click the **“Add”** button, then choose **“Create a New Ad Account”**.
4. Enter the ad account name, time zone, and currency, and select your business.
5. Assign people and set their permissions.
6. Click **Create**, then add a **payment method** to start running ads.

Start a Campaign

Auction and Reservation:

The main difference between **Auction** and **Reservation** in Meta ads is how ad space is bought. **Auction** is flexible and real-time — your ads compete with others based on budget, bid, and relevance, giving you control over costs and targeting. **Reservation** (also called Reach and Frequency) is fixed — you pay a set price in

advance to guarantee ad delivery to a specific audience over a set time, often used for larger campaigns with predictable reach.

Objective

A **campaign objective** in Meta Ads defines the goal you want to achieve with your ad — such as **brand awareness, traffic, engagement, leads, or sales**. It helps Meta optimize your ad delivery to reach people most likely to take the desired action.

1. Traffic Campaign

Objectives of a Traffic Campaign

- Increase website or landing page visitors
- Build brand awareness
- Retarget users for future conversion campaigns
- Drive qualified leads to specific product/service pages
- Test content effectiveness before launching sales campaigns

Choose the manual campaign in the startup. Each campaign consists of three parts.

- Campaign level
- Ad set level
- Ad level

1. Campaign Level

Give the campaign name and objective only in this section.

2. Ad Set Level

- (a) Give name.
- (b) Select a conversion location, such as a website.
- (c) Select a performance goal, for example, conversions.
- (d) Cost Per Result (Optional Setting)



(e) **Cost Per Result** is an optional feature where you can set a target cost for each result (like a click or lead). However, it's not recommended for new accounts because it limits Meta's algorithm by forcing it to deliver results only within your selected price range.

Why Avoid New Accounts:

- It can **restrict delivery** if Meta can't find results within your set cost
- Reduces ad reach and learning potential
- May lead to **underperformance or no delivery at all**

(f) **Dynamic Creative**

Dynamic Creative is used mainly for **A/B testing**. It allows you to upload **multiple versions of ad copy and creatives** (images or videos), and Meta automatically tests different combinations to see which one performs best.

Why Use It:

- Helps identify the most effective ad copy, headline, and visual
- Saves time by testing multiple combinations in a single ad
- Improves overall ad performance through data-driven optimization

(g) **Daily Budget**

Set a daily budget like 1k per day.

(h) When setting up your ad, you only need to **add the starting date**. If you want to stop the campaign later, you can **manually end it anytime from the campaign level** — no need to set an end date. This gives you more flexibility to pause or continue based on performance.

(i) **Budget Schedule:** If your audience engages more on specific days (like Wednesday to Saturday), use **Ad Scheduling** for these specific days, like 2k set for Wednesday and 1k for the remaining days.

(j) In the **Lifetime Budget**, you have to set a budget amount like 20k, and its usage totally depends on meta, how much use per day, and when your budget ends, the ads will automatically stop. In it, you have to chose time zone, select the first option, and set time zones by scheduling.

Note: **Ad scheduling isn't available with a daily budget—it runs ads 24/7.**

(k) When starting a Meta ad campaign, it's better to avoid choosing the **lifetime budget** option. With a lifetime budget, Meta automatically decides how to spend your total amount over the campaign duration, which can lead to spending too much too quickly based on early performance. Instead, use a **daily budget** to maintain better control, test your ad effectiveness, and make adjustments as needed. Once your ads are performing well, you can consider switching to a lifetime budget for long-term campaigns.

(l) **Ad scheduling** (choosing specific days and times for your ad to run) is only available when you select a **lifetime budget**. If you choose a **daily budget**, the ad will run continuously 24/7, based on the user's timezone, and you can't control the exact hours it shows. So, if you want your ad to appear only during specific hours (like 9 AM to 9 PM), you'll need to use a lifetime budget.

(m) In the **Locations** section of Meta Ads, you can go to **Edit** and select specific **countries, cities, or regions to include or exclude**. This helps you target only the areas where your potential customers are. There's also an option called "**Reach more people likely to respond to your ad**" — if you turn this on, Meta may show your ad to people **outside your selected locations** if it believes they're likely to be interested in your product or service. While this can increase reach, it might also reduce location-specific accuracy, so it's best to use it with caution if you want strict geographic targeting.

(n) **Advantage+ Audience (Meta Targeting Options Explained)**

When setting up Meta ads, **Advantage+ Audience** helps improve ad performance by allowing Meta to expand your targeting beyond what you set—but this depends on your ad strategy.

Here are the **three main types of audience targeting**:

1. **Broad Targeting**

Targets people based only on **location and gender**.

No detailed interests or behaviors are selected.

2. **Advantage+ Audience**

Meta uses your selected audience as a guide, but is allowed to go beyond your choices.

Example: If you target only women, Meta may also show the ad to men who are likely interested in your product or service.

This is useful when you want to maximize reach and performance, but it reduces control.

3. **Original Audience (Pro Targeting)**

Meta strictly follows your selected age, gender, location, interests, and behavior.

No automatic expansion — ads perform based only on your ad copy and creatives.

Recommendation

For new campaigns, always start with Original Audience to train Meta on who your real audience is. After 3 to 4 ad runs, once Meta has enough data, you can test Advantage+ Audience to broaden reach and possibly get better results.

(1) Advantage+ Detailed Targeting

Advantage+ Detailed Targeting is a smart feature in Meta Ads that allows Meta to go beyond your selected audience by analyzing user behavior and showing your ad to people likely to engage — even if they don't exactly match your chosen criteria.

Within this, there are **three main types of audience targeting**:

1. Demographics-Based Targeting

Targeting users based on age, gender, education, job title, relationship status, etc.

Example Audience:

- Women, aged 25–35
- Location: Lahore, Pakistan
- Education: Bachelor's Degree
- Relationship: Engaged

2. Interest-Based Targeting

Targeting based on users' hobbies, pages they follow, and topics they engage with.

Example Audience:

- People interested in **fashion, Pakistani clothing, or online shopping**

3. Behavior-Based Targeting

Targeting based on actions users take online, like shopping habits, travel activity, or device usage.

Example Audience:

- Frequent online shoppers

- Recently used mobile devices to purchase
- People who frequently travel

Here's a simple breakdown of the **Types of audience** based on marketing relevance, along with what each type means and how they help in ad targeting:

On the basis of the audience

1. Keywords Audience

These are people who have shown interest in **specific keywords** related to your product or service — either by searching, engaging, or following related content.

Example:

Keywords: *chiffon suits, unstitched lawn, summer dresses*

Targeting Goal: People actively interested in these terms are more likely to engage or purchase.

2. Ideal Audience

This is your **perfect customer** — the people who are most likely to buy from you. They match your brand's core values, product category, and spending behavior.

Example:

Women aged 22–35, interested in fashion, shop online, and follow local clothing brands.

Targeting Goal: Focus your ads and creatives to match their preferences, lifestyle, and tone.

3. Related Product Audience

These are people who are interested in **products or services similar to yours**, but not exactly what you offer, yet are still highly relevant.

Example:

If you sell unstitched suits, your related product audience might be people interested in *ready-to-wear* or *fashion accessories*.

Targeting Goal: Introduce your product as an alternative or complement.

4. Brand Audience

People who already **know or follow your brand** — including past customers, followers, or website visitors.

Example:

Visitors to your website, people who engaged with your Instagram page, or added products to their cart.

Targeting Goal: Use retargeting to build loyalty or bring them back to complete a purchase.

5. Irrelevant Audience

People who do **not match your product or service at all**. They may click out of curiosity, but won't convert, wasting your ad budget.

Example:

Targeting men for bridal dresses, or people outside your shipping area.

Targeting Goal: Avoid reaching them by refining your audience settings to improve ROI.

(m) Language Targeting in Meta Ads

In Meta Ads, the **Language** setting allows you to show your ad to people who use Facebook or Instagram in a specific language. This helps you communicate clearly and make your ad more relevant to your audience.

When to Use Language Targeting:

- If your ad is written in **Urdu**, target users who use Facebook in Urdu.
- If your ad is in **English**, target English-speaking users only.
- If you're running **multiple versions** of the same ad in different languages, use language targeting to show the right version to the right audience.

(n) Placement in Meta Ads

Placement refers to where your ad will appear across Meta's platforms (like Facebook, Instagram, Messenger, and Audience Network). There are two main options:

This gives **full control** to the advertiser. You can choose:

- **Devices:** Android, iPhone, Desktop
- **Platforms:** Facebook, Instagram, Messenger, Audience Network
- **Specific Areas:**
 - Facebook Feed, Marketplace, Reels
 - Instagram Stories, Explore, Feed

- Messenger Inbox or Sponsored Messages

Best for: Experienced advertisers who know which placements give them the best results.

2. Advantage+ Placement (Recommended)

Meta **automatically selects the best placements** and devices to show your ad where it's likely to perform well. It uses AI to optimize delivery for the best possible outcome.

Best for: New or startup accounts, as it gives Meta the freedom to test and find high-performing placements.

Recommendation:

For **new accounts or early campaigns**, use **Advantage+ Placement** to allow Meta's system to explore and learn. Once you have data and know what works best, you can shift to **Manual Placement** for more control and testing.

3. Ad Level

- (a) Ad name
- (b) Partnership ad should be on
- (c) Select facebook page and instagram account
- (d) Ad Setup

1. Use Existing Post

This allows you to **promote a post already published** on your Facebook or Instagram page.

Advantages:

- Keeps **all likes, comments, and shares visible**, even after the ad ends.
- Builds **social proof and trust**, as users see real engagement on the post.
- Great for brand image and customer credibility.

Disadvantages:

- **You cannot edit** the caption, headline, or description — it stays exactly as it was posted.
- Less flexibility in customizing the message for specific audiences.

Multi-Advertiser Ads



This option allows Meta to **show your ad alongside ads from other businesses** — including competitors — if it believes this may improve user experience or performance.

Advantage:

- Your ad may reach more people who are actively shopping or comparing products.

Disadvantage:

- Your ad may appear **next to competitors**, which can split attention and impact conversions.

Recommendation:

- For **brand building and trust**, use “**Use Existing Post**” to showcase real engagement.
 - For **testing or performance-focused campaigns**, choose **Create Ad**.
 - Use **Multi-Advertiser Ads** only if you’re confident in your product’s appeal compared to others.
- (e) Conversion (website)
- (f) Ad creative (remind primary text should not be changed because we select existing post option)
- (g) Call to action
- (h) Browsers ad (always none