

Meta Ads Playbook

The exact framework Fulgor Digital uses to launch profitable Facebook and Instagram ad campaigns.

Before you spend

- Install the Meta Pixel and verify your domain.
- Define one goal per campaign: leads, messages or sales.
- Prepare an offer people actually want.

Campaign structure

- 1 campaign → 2 ad sets (broad + interest) → 3 ads each.
- Use Advantage+ placements to start.
- Budget at campaign level once you have a winner.

Creatives that convert

- Hook in the first 2 seconds.
- Show the product in use; add captions.
- Include social proof and a clear CTA.

Optimise weekly

- Kill ads with CTR below 0.8% after 1,000 impressions.
- Scale winners by 20% every 3 days.
- Refresh creatives every 2–3 weeks.

Fulgor Digital — Branding, Content, Ads, and Growth. Need help implementing this? Visit our website and click Get Started.