

What's Included

- ☐ **Meta Ads Manager (Step-by-step setup)**
 - ☐ **Copy-Paste Audience Targeting Formulas**
 - ☐ **Performance Tracker Spreadsheet**
 - ☐ **A/B Testing Checklist**
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Campaign Structure (For \$5/Day Budgets)

1. Campaign Settings

- **Objective:** Conversions
- **Budget:** \$5/day
- **Bid Strategy:** Lowest cost
- **Placements:**
 - Facebook News Feed (Mobile)
 - Instagram Feed
 - Reels (For video ads)

2. Audience Targeting (*Copy-Paste Formulas*)

Cold Audience:

Interests: [Interest 1] + [Interest 2] + [Interest 3]

Exclusions: Past 30-day purchasers, Email subscribers

Size: 10K-50K people

Retargeting Audiences:

- 95% video viewers (3-sec+)
- Cart abandoners (Past 7 days)

3. Ad Creative Templates

Top-Performing Variations:

1. UGC Video Ad

- Hook: *"I tried [product] for 7 days—here's the truth"*
- CTA: *"See How It Works"*

2. Problem/Solution Carousel

- Slide 1: *"Struggling with [problem]?"*
- Slide 2: *"Here's how we fix it"*

- Slide 3: *“Real customer results”*

3. Screenshot Social Proof

- Image: Blurred DM/email with quote *“This changed everything!”*
- Caption: *“Why [X] people switched to us”*

Performance Tracker Spreadsheet

Metric	Day 1	Day 3	Day 7
Spend	\$5	\$15	\$35
CPC	\$0.28	\$0.22	\$0.19
ROAS	1.8X	2.4X	3.1X
Winning Ad	Ad B	Ad B	Ad D

Automatically calculates breakeven points and scaling recommendations.

A/B Testing Checklist

Test **one variable at a time**:

- **Ad Creative** (UGC vs. carousel)
- **Audience** (Interest stack A vs. B)
- **CTA** (“Get Started” vs. “Learn More”)

Kill Rule: Pause if after \$15 spent:

- 0 purchases
 - CTR < 1.5%
 - CPM > \$12
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Pro Upgrade Bonus

- **50+ proven ad variations**
- **AI-powered audience builder**
- **Priority support**

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Why This Works:

- ☐ **Plug-and-play** for beginners
- ☐ **Data-backed** (Real \$5/day case studies)
- ☐ **Scalable** (Works for \$5 or \$500/day)

Next Step: Implement, track for 7 days, then share your results with #CliqSpotBlueprint!

P.S. First 10 downloaders get a free campaign audit. Comment with your results.



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