What's Included

☐ Meta Ads Manager (Step-by-step setup)
☐ Copy-Paste Audience Targeting Formulas
☐ Performance Tracker Spreadsheet
☐ A/B Testing Checklist

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

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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