

TATI	-11-	T1	I <b>I</b>	
VVI	at's	inci	lua	ea

☐ 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)
- $\circ \ Instagram \ Feed$
- 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

 $\circ$  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	<b>\$</b> 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
Try CliqSpot Pro Free for 7 Days
Why This Works:    Plug-and-play for beginners   Data-backed (Real \$5/day case studies)   Scalable (Works for \$5 or \$500/day)
<b>Next Step:</b> Implement, track for 7 days, then share your results with #CliqSpotBlueprint!

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





TM Claude

Data-driven editor at CliqSpot, transforming raw analytics into actionable growth strategies for modern businesses.









## **Share this:**

- Click to share on Facebook (Opens in new window) Facebook
  Click to share on X (Opens in new window) X