



Meta Ads Cheat Sheet

The fundamentals
you need to know to
**build your email list
with Meta Ads**

*For Coaches, Course
Creators, and Service
Providers*



Running list building ads on Meta doesn't have to be complicated.

High-converting campaigns come down to a few key fundamentals: your funnel, how your ads are structured, and how you measure performance.

This cheatsheet focuses on exactly what you'll need, so you can create ads that generate high quality leads and sales for as little as \$10/day.

What You'll Need:

- ✓ **1 free lead magnet**
(guide, checklist, training, etc)
- ✓ **1 opt-in landing page**
- ✓ **1 thank you page**
- ✓ **1 automated delivery email**
- ✓ **1 welcome sequence**
(for ongoing nurturing)
- ✓ **2-3 Ad creative variants**
(static image or video)
- ✓ **2-3 Ad copy variants**
- ✓ **Facebook Business Page with**
(Business Manager + Ads Manager)
- ✓ **Facebook Meta Pixel**
(Set up in Events Manager)
- ✓ **Minimum \$10/day budget**

Best Practices

Free Resource

The key: Make sure your lead magnet will attract your most ideal audience.

Ideally you want to use a free resource that you've tested organically. That said, I've worked with many clients where we take 10 days to test a new lead magnet and it attracts leads beautifully!

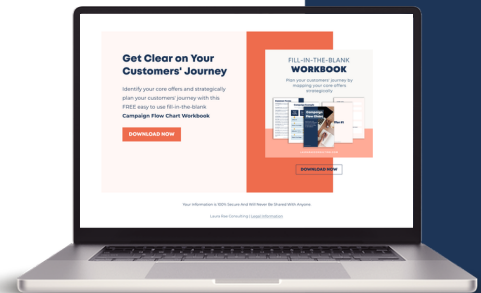


Opt-in Page

The key: Make sure the messaging between your ad and landing page match.

You should always use a standalone landing page for all of your ads and it shouldn't be any more than 1-3 sections.

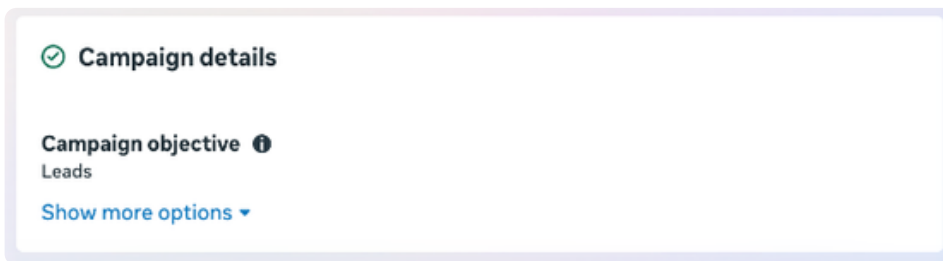
If you are looking for an affordable landing page builder, I recommend Systeme.io



Best Practices

Campaign Objective

The key: for lead generation ads, always select the lead objective when you are setting up your campaign settings in Meta.

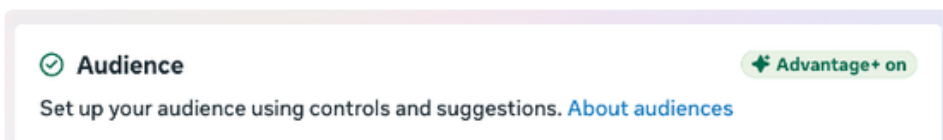


Ad Audience

The key: don't be scared of Meta's algorithm.

Your audience is set up in your ad set settings.

In the past, we had to narrow down audience settings based on interests. Now I recommend starting with basic demographic filters and Meta's advantage+ settings.



Best Practices

Ad Creative

The key: Do NOT test a million ad creatives at once. More creative = more work for the algorithm and you may end up wasting adspend.

I recommend testing 2-3 ad creatives at a time, leveraging both video and static images.

Recommended Creative Specs

Ad Copy

The key: don't overcomplicate it.

You don't have to write paragraphs of copy. Keep the benefit clear and the call to action clearer. You'll need:

- 2-3 Primary Text variants
- Up to 5 Headline variations
- Up to 5 Link Descriptions



Analyze Your Data

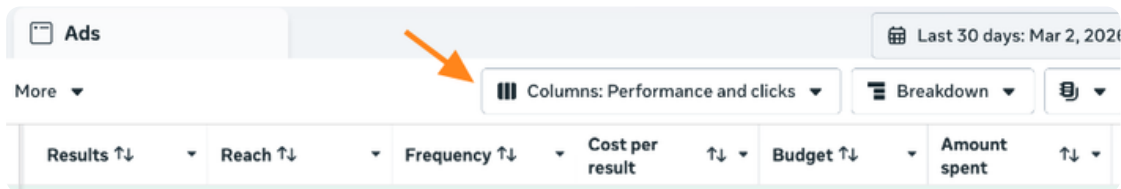
Install Your Pixel

Follow these instructions

Important Metrics

- **CPL** (Cost Per Lead)
- **CPC** (Cost Per Click)
- **CPM** (Cost per 1,000 Impressions)
- **CTR** (Click Through Rate)
- **Clicks** (Clicks on your ad)
- **Impressions** (Number of times your ad was seen on screen)
- **CVR** (Landing Page Conversion Rate)
- **ROAS** (Return on Adspend)

Metric Benchmarks



- **CPL** (Cost Per Lead)
 - Freebie — \$2-\$3
 - Masterclass/webinar — \$5-\$15
 - If this metric is in range, let your ad run
- **ROAS** (Return on Adspend)
 - \$3-\$4 earned per \$1 spent
 - This stat truly helps you scale your ads overtime. If you have a healthy ROAS ratio, the risk of increasing your budget reduces.
- **CPM** (How expensive your audience is)
 - \$10-\$40
 - The lower the better
 - Now that we use advantage+ audiences more often than not, your ad creative can make the biggest impact on this metric.

Metric Benchmarks

- **CPC** (Cost Per Click)
 - Under \$3
- **CTR** (Click Through Rate)
 - 0.5-3%
- **Clicks**
 - Are people clicking?
 - If not, adjust your ad creative
- **CVR** (Landing Page Conversion Rate)
 - Freebie — 40+%
 - Webinar — 20-30%
 - Application — 8-15%

**If your ad is getting clicks but no leads,
you need to adjust your landing page**

I hope this helps!



Laura here! A MN raised, volleyball mom who has a weakness for Diet Dr. Pepper and a passion for helping purpose-driven brands. **My goal has always been to help solopreneurs launch high converting funnels.**

If you'd like help building your funnels or managing your Meta Ads, I offer done-for-you and done-with-you support. **[Schedule a 15-min discovery call to get started!](#)**

Love, Laura



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Have questions?

Email hello@lauraraeconsulting.com