

CHRISTIAN E-COMMERCE · PAID ADS

FAITH- SCALE FRAMEWORK

How to launch & scale profitable
Christian e-commerce ad campaigns



MARCOS TORRES
FOUNDER · HIVE COPYWRITING

READ THIS FIRST

The Faith-Scale Framework

How to launch & scale profitable Christian e-commerce ad campaigns on Meta in 2026.

You can no longer target Christians by interest on Meta — and that is good news. The brands winning right now do not fight the algorithm; they feed it. This playbook shows you the exact system: how to let your **creative do the targeting**, how to test it, and how to scale the winners without burning your budget.

The one idea to hold onto: In the new model, your creative *is* your targeting. Everything in this guide flows from that.

MARCOS TORRES · FOUNDER, HIVE COPYWRITING · HIVECOPYWRITING.COM

CONTENTS

| What's Inside

PART 01 — THE SHIFT

The Hard Truth About Targeting Christian Audiences

PART 02 — THE FRAMEWORK

The Message-First Framework

PART 03 — THE STRATEGY

The 2-Campaign System: Test & Scale

Need Help Running This?

APPENDICES

A — Ad Copy Samples & Formulas

B — Frequently Asked Questions

C — Creative Variation Volume

PART 01

01

The Shift

Why targeting Christians the old way is dead — and what replaced it.

The Hard Truth About Targeting Christian Audiences

In 2022, Facebook removed the ability to target Christians using religious interests. Those of us who ran Christian ads back then remember it fondly — you could select “Christianity,” “Bible,” specific denominations, even individual Christian artists, and Meta would show your ad to anyone who matched. And they bought. Life was good.

Then, due to privacy regulations and algorithm shifts, those categories vanished entirely. So sellers resorted to workarounds.

X What people tried instead — and why it stopped working

- Stacking big Christian brands (Chick-fil-A, Hobby Lobby) in the interest section.
- Adding proxies like country music or homeschooling.
- Targeting Christian-heavy zip codes near universities and megachurches.

If you tried any of these, you already know the result: high CPMs and inconsistent sales. But here's the good news — Christian products sell better than ever in 2026. I know because I do it every day. The method simply changed, and you need to change with it.

Here's What Changed

Meta used to build audiences based on what people said. If someone said they were a Southern Baptist, Meta took their word for it and showed them your ad. That's no longer how it works. Today, Meta builds audiences based on how people behave.

You no longer tell Meta who your audience is. Meta tells you — by watching who already behaves like the people you're trying to reach. You just tell it what your ad is for, and it knows who to show it to.

Once your campaign is live, the algorithm watches signals and sharpens its picture of your buyer:

- 1 Who pauses their scroll on your product ad.
- 2 Who watches more than three seconds of your video.
- 3 Who leaves a meaningful comment.
- 4 Who actually buys your Christian product.

Over time it builds a “will buy from you” profile and fans back out to find more people who match it.

So... Stop Interest Targeting

Restricting your audience heavily in 2026 does two damaging things:

X Two ways narrow targeting hurts you

- It limits the learning pool — you box the system in and stop it from exploring.
- It inflates costs — the algorithm works harder inside a narrow box, driving up CPMs.

In the old model you focused on targeting first, creative second. In the new model, your creative is the targeting.

THE OLD MODEL

Targeting first,
creative second.

You told Meta who to reach.



THE NEW MODEL

Creative
is the targeting.

Meta tells you who to reach.

PART 02

02

The Framework

You don't scale by refining targeting anymore. You scale by refining message.

The Message-First Framework

You do not scale Christian ads in 2026 by refining targeting — you scale them by refining messaging. Here are the four moves.

1

Strip away targeting complexity

Move toward broad Advantage+ targeting with minimal restrictions. You can still select country and gender if needed, and age depending on the product — but do not use interest-based targeting.

2

Use plain, clear Christian messaging

Don't try to be clever. Use language your audience instantly recognizes. This matters for readers — and for the algorithm. Poetic, churchy language confuses the system; plain English an eight-year-old could understand makes it easy for Meta to know who to show your ad to.

3

Call your audience out

A hook like “As a Christian parent, I struggled with...” instantly signals — to both the algorithm and your audience — exactly who this is for. That's what you want.

4

Make tons of creative variation

Once you know your core message, don't make one ad — make 10–20. Not tiny edits: completely different angles, headlines, copy, and visuals. In 2026 you can't scale off a single “winner.” You scale by testing many creatives that each speak to a different buyer, and letting Meta find what works.

Need the actual copy structures? **Appendix A** gives you battle-tested ad formulas you can fill in and run.

PART 03

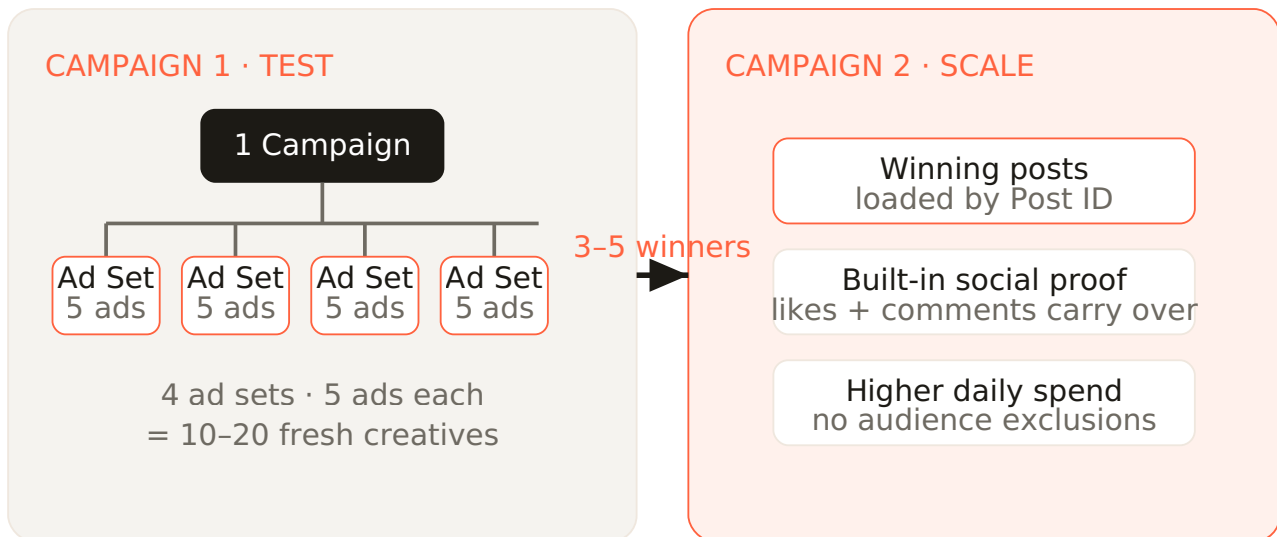
03

The Strategy

The 2-Campaign system: find winners, then scale them.

The Ad Strategy That Works Right Now

This is the part you can implement today. It's called the 2-Campaign Strategy. (A big shout-out to Hernan Vazquez of Rapid Scale Mastery, where I first learned it — I've since adapted it for the Christian e-com market with great success.)



Campaign 1 — The Test Campaign

This campaign has one job: test creatives. Launch a sales campaign with ad-set budget, then build the ad set:

- 1 Set your conversion event to **Purchase** (make sure your CAPI, pixel, and events are set up correctly).
- 2 Choose a daily budget. For test campaigns I aim for roughly **2× the item's price per day** — less spend means slower data, more spend means faster data.
- 3 Under audience, choose your country (and gender/age only if the product needs it).
- 4 If you have a warm audience, use "Further limit the reach of your ads" to **exclude** all warm audiences. Pure exclusion, no inclusions — so tests reach fresh eyes.
- 5 Do not choose any interest-based targeting. Let Meta pick placements, so Advantage+ audiences and placements are enabled.

In the ad itself: select the correct Facebook and Instagram accounts, uncheck "Multi-advertiser ads," set your destination, and in Creative Setup switch **off** Promotions, Site Links, Products, and Catalog (branding can stay on). Add your media, one piece of copy, and one headline — no text variations, no AI message variations. Choose a CTA ("Learn More" does great for cold audiences).

X Watch for this

- Meta often turns on Advantage+ creative image generation/variation without warning. Make sure your one creative is the only thing that shows.
- In “related media,” confirm it says “0 selected.”

ACTION STEP

Load and launch your test

Duplicate your ad 5 times (use **Duplicate**, not Quick Duplicate) and change the image + copy + headline on each. Duplicate the ad set and load the next 5, until all 10–20 creatives are live: 1 campaign, 4 ad sets, 5 ads each. Each ad set should be at least **\$50/day**. Publish — then run it for 7–14 days and don’t touch it. Let the algorithm learn.

Around day 5, check which creatives are getting sales. A **winner** is an ad at 3+ ROAS (for every \$1 spent, you made back \$3). By day 7, if winners are still selling, breed them — duplicate the winner, make a variation, and publish it inside a new ad set.

✓ Reading your results at 14 days

- Zero winners → go back to the drawing board: is the product validated? Is the landing page leaking? Are the ads simply not connecting?
- 1–2 winners → breed those winners into variations and keep testing.
- 3–5 winners → you’re ready to scale.

Your variation must be **different enough** that Meta won’t read it as a clone — similar enough to ride the winning angle, different enough to earn its own budget. AI tools (Claude, ChatGPT, Gemini) are great for spinning these.

Campaign 2 — The Scale Campaign

Once you have 3–5 winners, launch the campaign you’ll actually scale with. First, open each winning ad on Facebook and copy its **Post ID** — the long number at the end of the post URL. Keep these in a doc.

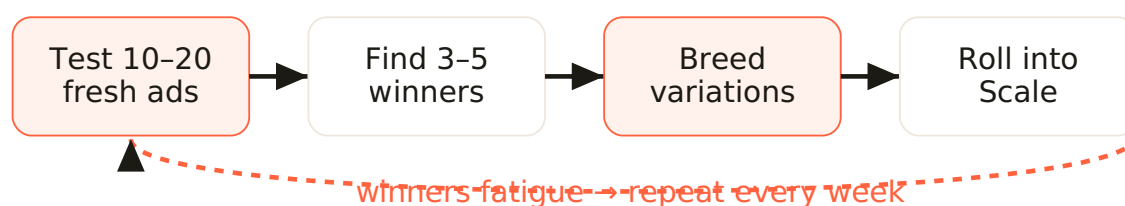
- 1 Launch a new sales campaign with ad-set budget; conversion event = **Purchase**.
- 2 Set your daily budget higher — for scale I start around **4× the item’s price**.
- 3 Choose your country (gender/age only if needed). **Do not exclude any audiences** — scale campaigns alternate warm and cold on their own.

- 4 No interest targeting. Let Meta choose placements.
- 5 In the ad, under Ad Setup choose **Use Existing Post** → Enter Post ID, and paste your first winner. It loads with its original likes and comments — instant social proof.
- 6 Set browser add-ons to “none,” duplicate the ad set 4 times, and change the Post ID in each until all winners are loaded. Launch.

Do not scale your ad spend more than 20% every 48 hours. If you do, it will kill your ad.

If after 3–5 days your ROAS is healthy (3+), raise the daily spend by no more than 20% every 48 hours. That's the whole scaling move — slow and steady.

You're not done once scale is running. The more you spend, the faster winners fatigue, so every week you feed the machine:



✓ The weekly sustainment loop

- Test another 10–20 fresh ads in the existing test campaign (7–14 days).
- Roll new 3–5 winners into the scale campaign using their Post IDs.
- Turn off any ad with poor ROAS (1.9 or less) — but only once it has spent at least 2× the product's price.
- Turn off the originals in the test campaign so new creatives get a chance at budget.

Do this gently and consistently, and within a month you should be scaling further than you imagined.

WORK WITH ME

| Need Help Running This?

A few ways I can help you go faster:

Community

Coming soon

Ask questions and get answers. I'll email you the moment it opens.

1-Hour Consultation

\$300 USD

Show me your ad account and I'll tell you exactly what to shift to start seeing wins. (Price rising soon.)

[Book your session →](#)

Done-For-You

From \$3.5k/mo

I run everything for you. Limited spots — apply and I'll be in touch.

[Apply now →](#)

PART A



Ad Copy Samples

Two of the fifteen formulas from the \$50K Copy Vault.

Ad Copy Samples & Formulas

In 2026 your creative is your targeting — which means your copy does the heavy lifting. I almost never start from a blank page; I start from a proven structure, fill it in, and spin out variations. Here are two of the fifteen formulas I use, to show the range.

Sample #1 — The Revival Reel

Paints the dream, names the pain, then hands them a step-by-step path forward.

- 1 Audience callout
- 2 Paint the dream (“Imagine...”)
- 3 Bridge to reality (“The truth is...”)
- 4 Empower them (“You can...”)
- 5 Introduce the product
- 6 Bullet 3 benefits
- 7 Differentiate (“This isn’t just... it’s...”)
- 8 Call to action

BATTLE-TESTED EXAMPLE

Christian leaders!

Imagine your church filled with the Holy Spirit’s presence, vibrant fellowship, and a mission-driven focus that inspires every generation.

The truth is, revival isn’t a distant hope — it’s within reach.

You can rekindle spiritual passion, engage the next generation, and cultivate a church that lives out the Great Commission.

From Survival to Revival provides practical, Spirit-led strategies to bring your congregation back to life.

Download your FREE copy now and watch your church come alive with purpose!

Sample #2 — The Invite

Short, direct, event-driven — treats the ad like a personal invitation from a friend.

- 1 Call out the role (“For [roles]...”)
- 2 “Want to...” + the outcome, as a question

3 The invitation + one friction-remover

4 CTA — two words

BATTLE-TESTED EXAMPLE

For Christian pastors, preachers, and church members...

Want to share Daniel and Revelation in a way that connects with today's streaming generations?

Join my 2-hr workshop on Sept 1st (or get lifetime recorded access) to reach secular youth with Bible prophecy.

Register now!

Two formulas down — thirteen to go. The full set lives in **The \$50K Copy Vault**, each with its structure, a real example, and AI prompts to turn one formula into 20+ variations. [**Grab the Vault here.**](#)

Frequently Asked Questions

How should I budget my ad spend?

Simple rule: **20% of your total budget goes to testing, 80% goes to scaling.** Testing finds winners; scaling makes the money. On \$300/day that's \$60 testing and \$240 scaling; on \$9,000/month it's \$1,800 and \$7,200. One catch: each test ad set needs at least \$50/day, so if 20% can't cover a single ad set, front-load testing until you've found 3–5 winners, then settle into the 80/20 split.

My ad hit 3+ ROAS in testing but flopped in the scale campaign. Why?

Usually one of three things: you scaled faster than 20% / 48 hours and reset learning; the test ran cold-only while scale mixes warm and cold (give it 3–5 days); or you rebuilt the ad instead of using the Post ID and threw away its social proof.

I have zero winners after 14 days. Product, page, or ads?

Let the numbers point: low CTR + high CPM = the ads aren't connecting; good clicks but no sales = the landing page is leaking; healthy clicks and checkouts that still won't convert across many creatives = the offer. Change one variable at a time.

How do I make a variation Meta won't treat as a clone?

Keep the winning promise, change the packaging. Same emotional hook, rebuilt from the ground up — new opening line, new visual, static vs. video, reworked body. If a stranger couldn't tell they're the same product at a glance, you're safe.

Won't plain language make my brand look cheap?

The plain-language rule is about the hook — the one line that signals who this is for. Everywhere else, your storytelling and design can be as polished as you like. Plain doesn't mean lazy; it means legible where it counts.

Testing 20 fresh creatives a week is exhausting. How do I keep up?

You systematize it: produce variations off proven angles instead of inventing from scratch, batch-shoot raw material in one sitting, keep a swipe file, and let AI multiply your winners. See Appendix C for the full method.

Creative Variation Volume

"Twenty new creatives a week? Are you serious?" I get this every time. Here's the reality: the more you spend scaling, the faster winners fatigue. There's no forever-winner anymore — every winning ad is on a clock. Weekly testing keeps a replacement proven and waiting before the current one burns out. And "20 creatives" means 20 *variations*, mostly spun off angles you already know work.

Five Ways to Keep Up With Creative Volume

1

Build a factory, not an art project.

Rebuild one proven angle five ways — new opening line, new visual, static vs. video, different persona. One winner breeds a whole ad set.

2

Batch your raw material in one sitting.

Shoot a big pile of hooks and angles at once, then spend the week chopping it into many finished ads. Shoot once, slice many.

3

Keep a swipe file.

Screenshot every ad that stops your scroll. A stocked shelf beats a blank page every time. (The Copy Vault is a pre-built swipe file of 15 structures.)

4

Let AI multiply, you finish.

Feed a winner to AI and ask for the same angle ten different ways. AI gives speed; you add the real-life texture and spiritual nuance it misses.

5

Make it a scheduled routine.

Same day every week is creative day. When it's a habit instead of a scramble, 20 a week stops feeling like a wall.

READY TO SCALE?

Let's get your Christian brand printing profitable ROAS.

If the weekly creative grind is more than you can carry, that's normal — it's a full-time job. Book a free call, show me where you're at, and I'll tell you honestly whether you can systemize it yourself or whether it's worth handing off.

[BOOK YOUR FREE CALL →](#)

MARCOS TORRES · FOUNDER, HIVE COPYWRITING · HIVECOPYWRITING.COM

"He will be like a tree planted by the streams of water... Whatever he does shall prosper." — Psalm 1:3