

KEEP THE FIRST CAMPAIGN BORING AND MEASURABLE

Meta Ads Campaign Planner

Your first Meta campaign should be simple enough that you can tell what worked. Use this to plan one goal, one offer, one audience, and one clean creative direction.

One goal

Simple campaigns are easier to judge.

One offer

Mixed offers make messy ads.

Judge lead quality

Good ads create usable conversations.

Plan the Basics

Do not build a science fair project. Start with one clear campaign.

GOAL

OFFER

AUDIENCE

BUDGET

LANDING PAGE OR LEAD FORM

PRIMARY SUCCESS METRIC

Draft the Ad

Use real visuals and a clear promise. Make the ad easy to understand before making it clever.

HOOK

PROBLEM

OUTCOME

PROOF

CTA

VISUAL IDEA

How You Will Judge It

Decide this before the campaign starts so you do not panic-edit every 11 minutes.

- Lead quality matters more than cheap clicks.
- Follow-up is tracked.
- Bad-fit leads are documented.
- Creative changes are made based on patterns, not vibes.
- Budget starts small enough to learn without spiraling.