

# MASTERCLASS WORKBOOK



## MASTERING META: CRAFTING ADS THAT THRIVE

*with Kady O Connell - Kady Creative*

# How to use this workbook

This workbook can be used as a resource to help you take practical and actionable steps toward mastering your Meta Ads.

The following information accompanies the videos in our 'Mastering Meta Ads' Masterclass by Kady O Connell from Kady Creative. The full masterclass can be viewed via the link below.



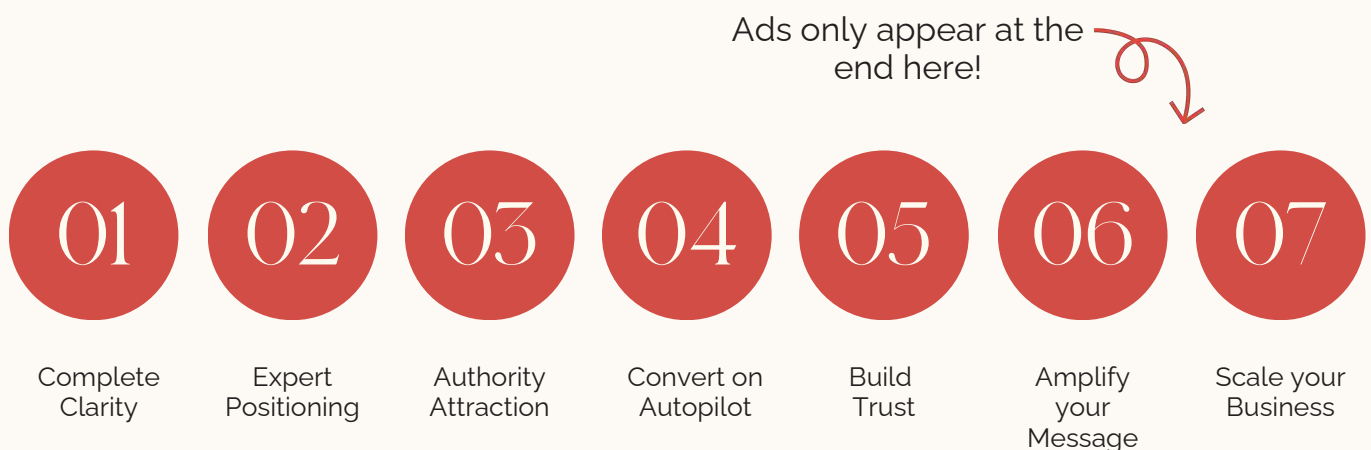
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## THE GOLDEN RULES ~ FOR YOUR META ADS

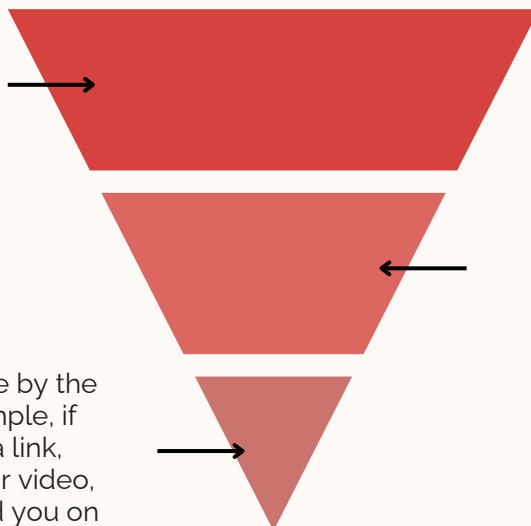
- You need to provide free value before you go in for the sale
- Social platforms are social and they encourage content that looks native to the platform and that people like to engage with
- More often than not this means that value-based ads are going to have the best metrics and be the cheapest ads you run
- There is still a place for ads that sell your product or service but if you know it's going to cost you more, you need to make sure you're only selling to the people that are likely to buy from you
- Targeting is limited on meta. EG if you sell scented candles, you cannot specifically target people in the market for scented candles
- Instead you target people that follow interior design stores and are interested in health and wellness etc in the hopes they will like your product
- This means we cannot know for sure that the people we target are going to be interested in what you offer. We need to start broad and narrow it down based on them showing interest.
- SO taking all of that on board, you are much better off running value-based ads to a colder audience until you know who YOUR audience is

## THE IMPORTANCE OF ORDER



# NARROWING DOWN YOUR AUDIENCE

You will start by offering value to a broad audience. Because you are offering free value the ads are cheap to run so it's not a huge issue if not everyone is interested.



We can see who our fans are by the actions they take. For example, if someone has clicked on a link, watched 10+ seconds of your video, engaged on the ad, followed you on socials.... these actions mean they are engaged with the brand. And we only want to serve ads with a sales objective to these engaged fans as these types of ads are more expensive.

We can start to see general trends in our cold broad audience. For example, perhaps people that are interested in health & wellness engage better with your ads than those interested in supplements. We use this knowledge to refine our ads.

## STEP 1: FIND YOUR WINNING IDEA

- Decide what your value-based ad will be about.
- I love the meta library tool to search through live ads and find inspo.  
<https://www.facebook.com/ads/library>
- For e-comm, lets use the candle example. You could do an ad sharing tips about getting the perfect nights sleep and include lighting your candles in the list as a subtle sell.
- For a service based business, you could do a video training or an ebook answering a burning question that your audience has and helping them solve a challenge.



## YOUR WINNING IDEA

Use this space to brainstorm ideas for your Ads

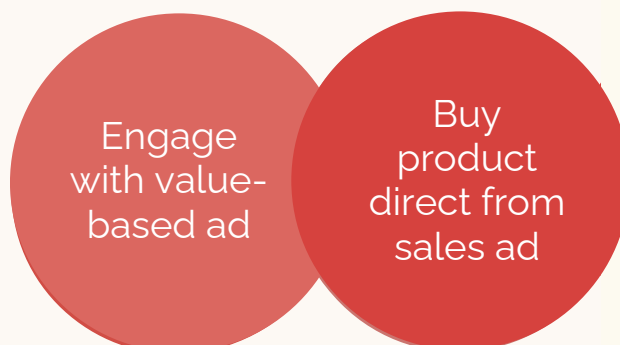
## STEP 2: TO GATE KEEP OR NOT

- With the value-based ads, you could require an email sign-up in order to give the free info.
- With service based businesses, I recommend getting an email address as you need more commitment from your audience to buy than product-based businesses do. A service usually costs more and takes longer to complete and doesn't have the same rapid purchase that products can have. Therefore, you need more of a funnel in place.
- With a product based business, I recommend giving the value for free so more people have access and can therefore see your products to sell.

### SERVICE BASED FUNNEL

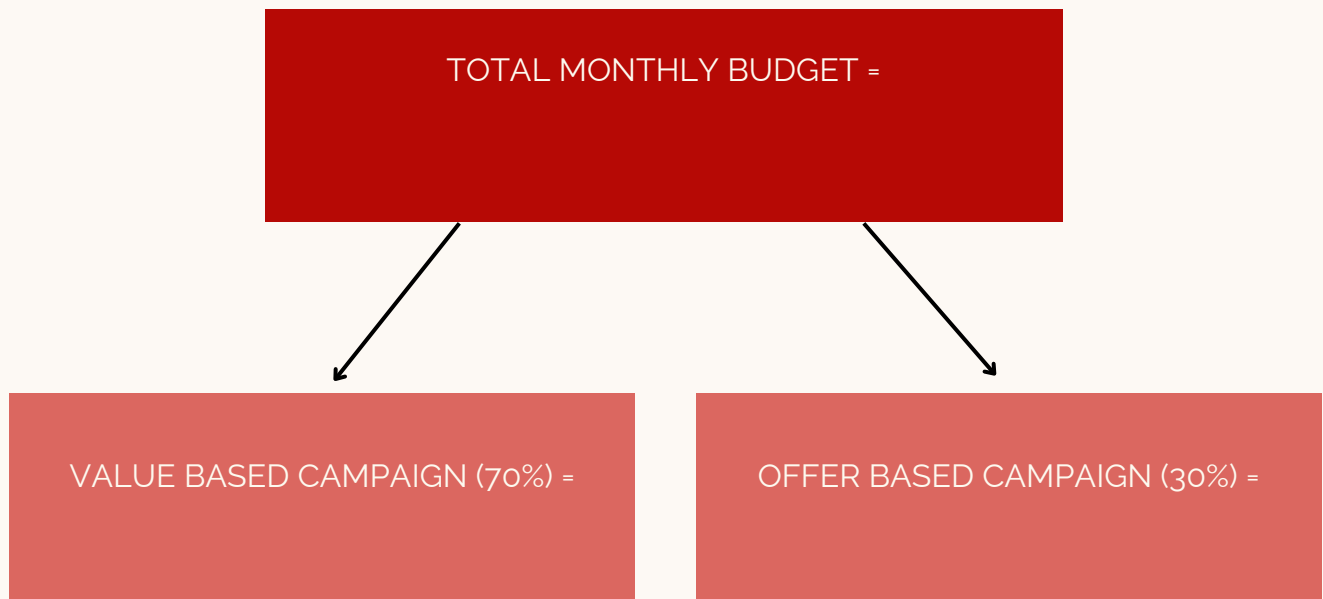


### PRODUCT BASED FUNNEL



## STEP 3: DECIDE ON YOUR BUDGET

- Decide on your daily budget. We will be setting up 2x campaigns and allocating a daily budget to each, which means the budget will be split across both campaigns.
- Campaign 1 will be our value-based campaign and should use **70% of your budget**. This will go to a colder audience.
- Campaign 2 will be your offer which goes to a warm audience using **30% of your budget**.
- I recommend having a minimum spend of \$800-1000 per month to start with ads. Otherwise progress is too slow and it's much harder to test things and get results.



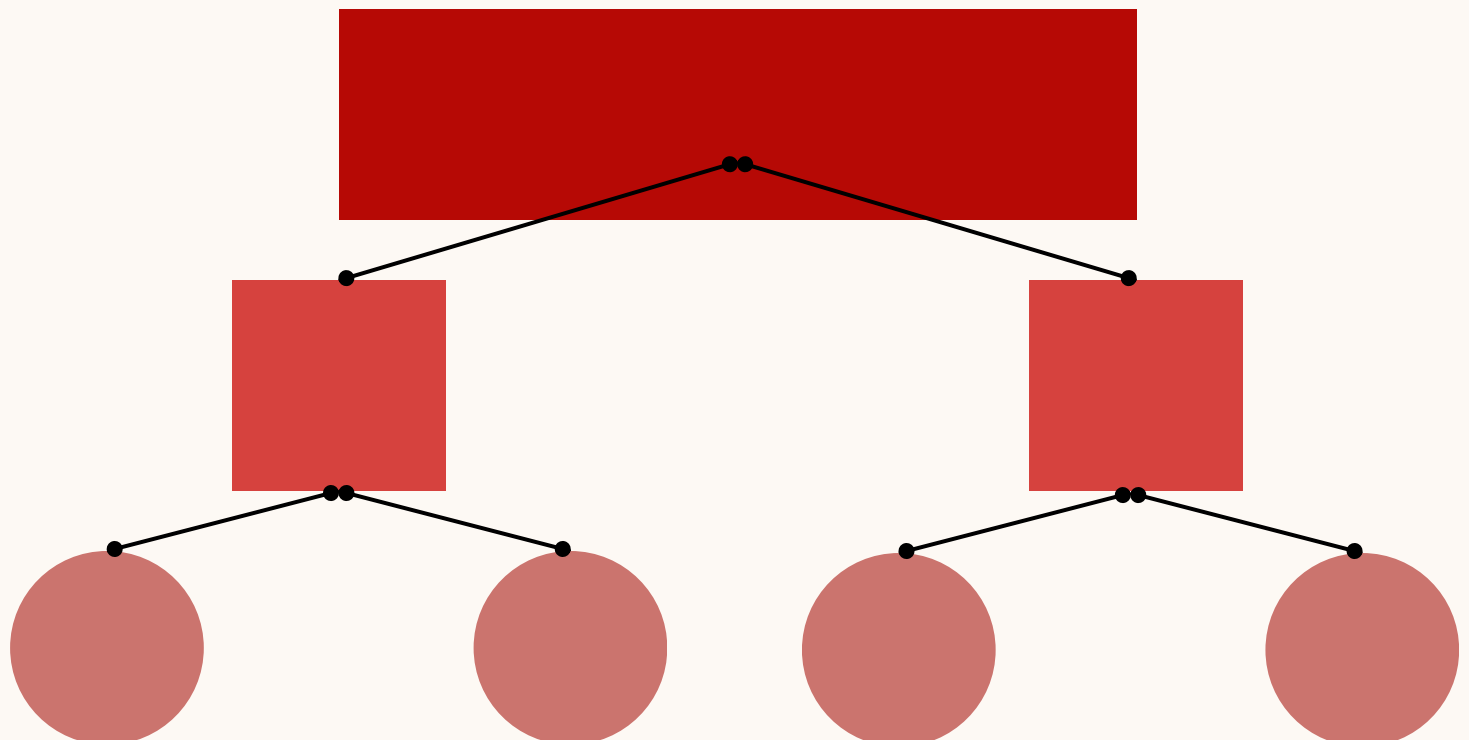
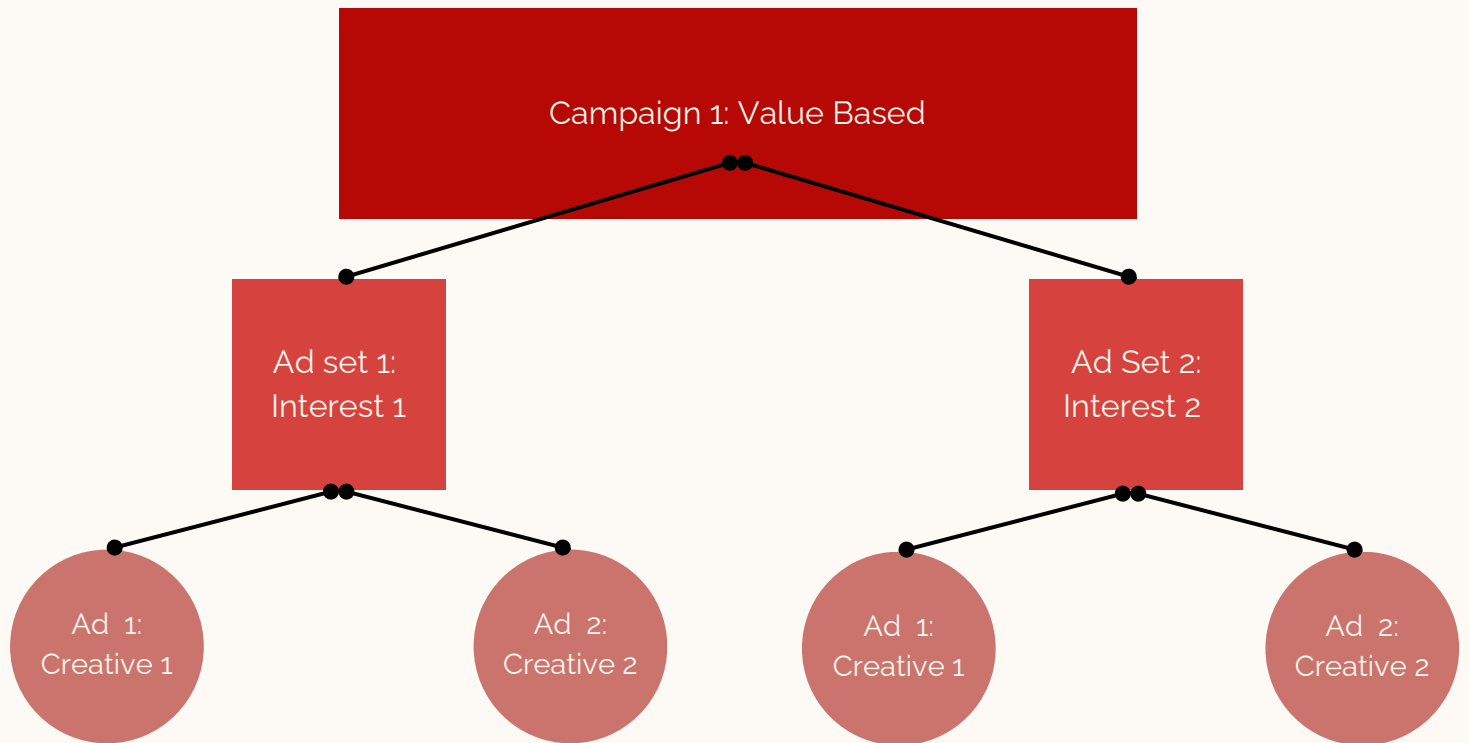
## STEP 4: CREATE YOUR FIRST CAMPAIGN

- Let's start with your value-based campaign. We'll set up the campaign and set the daily budget. If your overall daily budget is \$30, then Campaign 1 would have a budget of \$21 (70% of the budget).
- Within this campaign, we will have 2x different ad sets testing different audiences.
- In ad set 1, test 1-2 interests. In ad set 2, test a new 1-2 interests.
- Choose your location. I recommend starting with NZ/Australia-wide.
- Choose your demographic. Unless your business has very specific customers (ie you sell clothes to women only that are 30-50) then keep all genders and all ages to begin. We want to keep it broad to let metas AI find the best people for us.





## CAMPAIGN ONE - VALUE BASED



## STEP 5: CAPTIVATING CREATIVE

- Within each ad set, set up 2-3 different ads to test the creative. For example, if you are advertising an ebook, one ad could be using a video of you talking about the ebook, the next could be a mockup of the ebook cover, and the next could be a photo of you juxtaposed with the book cover.
- Keep the copy the same initially to see which creative performs best without being influenced by other variables.
- Make sure the copy has really strong eye-catching hooks that call out your customer and make them intrigued. EG Are you an X struggling with Y? In this FREE ebook, I'm going to show you hoe to do Z without having to sacrifice Z.
- Again, use the library tool and use formats that already work!

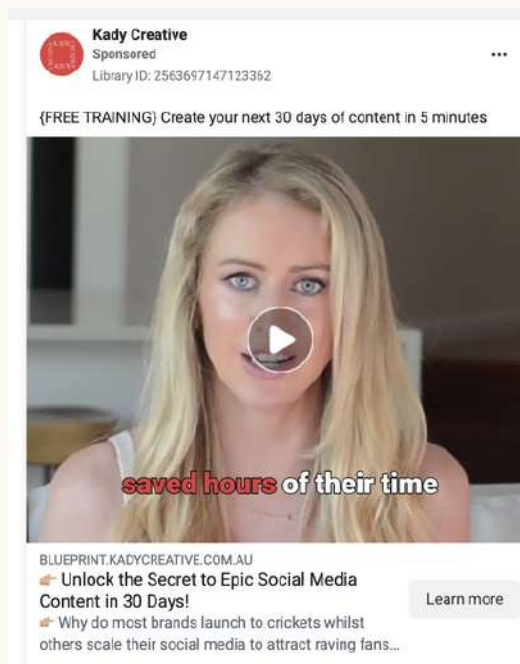
Creative 1



Creative 2



Creative 3



## STEP 6: CREATE YOUR 2ND CAMPAIGN

- Now we will create campaign 2 which is the ad with our offer.
- This campaign is simpler as we just want to target your warm audience so we have 1 ad set and we can split test just 2x ads within this.
- If your overall budget per day is \$30, then this campaign should use \$9 (30%)
- With this campaign, we will just be targeting our warm audience. This means:
  - people that have visited our website in the last 30 days
  - people that follow us on socials
  - people that have engaged with our ads
  - people that have watched 15+ seconds of our videos (if applicable)
- With our ad creative, we want it to be geared towards sales and our offer.
- For product based businesses, this means the CTA would be to 'buy now'
- You can simply showcase your products and allow people to shop or you could offer a special discount code
- For service based business, I recommend they fill in a meta lead form with their name and email so that you can contact them further. Instead of directly selling your service, they could book in a complimentary strategy call for example
- It's much easier to sell services over a call than direct from an ad, especially in the beginning

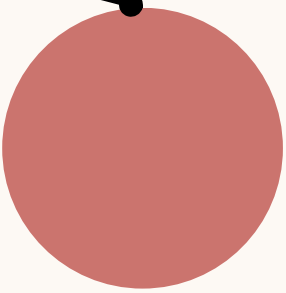
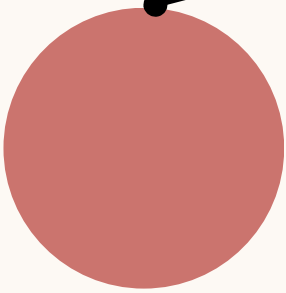


Campaign 2: Your offer (selling)

Ad set 1:  
Warm  
audience

Ad 1:  
Creative  
1

Ad 2:  
Creative  
2





# REMEMBER TO CONTINUALLY TEST AND OPTIMISE

## **ADS ARE NOT A 'SET AND FORGET'**

- Ads need to be monitored and optimised daily. Otherwise, you are essentially wasting your own money!
- Now we're going to look out for things to look out for and monitor with your ads.
- Do not expect instant results - leave the ads run for a week or so before changing anything



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*Mastering Meta Ads with Kady Creative*

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*Thank you to our guest contributor Kady.*