

FREE WALKTHROUGH · CHAPTER 5

META ADS SETUP WALKTHROUGH

The exact campaign build LASSO runs for every gym client. Follow these settings step by step. The defaults Meta picks are wrong for boutique gyms.

01 BEFORE YOU TOUCH ADS MANAGER

PREREQUISITES

- ☐ Meta Pixel installed and firing on every page (run Pixel Health Checklist from Ch 6)
- ☐ Conversions API connected (server-side tracking)
- ☐ Domain verified in Meta Business Manager
- ☐ Lead Generation Terms of Service accepted on your Page (Business Settings → Lead Generation Forms → Accept Terms)
- ☐ At least one creative ready (single image or short video, see Ch 9 swipe file)

⚠ **Most common mistake:** Skipping the Lead Gen Terms acceptance. If you skip it, your campaign builds successfully but ads fail to publish with a confusing error.

02 CAMPAIGN LEVEL SETTINGS

01 Pick the Right Objective

For boutique gyms generating leads, use **Leads** (OUTCOME_LEADS) for instant lead forms or **Sales** (OUTCOME_SALES) for website conversions.

Objective: **Leads** for in-platform lead forms · **Sales** for landing page conversions

02 Name the Campaign Clearly

Always include the gym name and the offer. Future-you will thank present-you when looking at 6 campaigns at once.

Format: [Gym Name] - [Offer] - [Month/Year] · **Example:** X4 Fitness - Fit in 42 - Q1 2026

03 Skip Special Ad Categories

For a gym membership ad, leave Special Ad Categories **unchecked**. These restrict targeting unnecessarily for fitness offers.

Special Ad Categories: **None**

04 Choose Your Budget Strategy

For most gyms with one offer at a time, use **Campaign Budget Optimization (CBO)**. Meta distributes spend across ad sets based on performance.

Budget: **Campaign daily budget** · Start at \$30 to \$50/day for new tests, scale 20% every 5 to 7 days

AD SET SETTINGS

03 AD SET CONFIGURATION

05 Conversion Location

For Leads campaigns, pick where the form lives. Lead forms keep people inside Meta and have higher conversion rates. Website forms give you more control over the experience.

Default: **Instant Form (Meta)** for cold traffic · **Website** for warm retargeting

06 Performance Goal

Optimize for leads, not link clicks. Meta needs the conversion signal to find people who actually convert.

Performance Goal: **Maximize Number of Leads**

07 Audience: Disable Advantage+ Audience

This is non-negotiable in the LASSO playbook. Advantage+ Audience overrides your targeting and burns budget on irrelevant impressions. Turn it off.

Advantage+ Audience: **OFF** · Always. Every ad set.

⚠ **Critical:** Meta defaults this to ON. If you forget to turn it off, your targeting is meaningless. Check this every single time.

08 Location Targeting

Use **radius targeting** around your gym. For boutique gyms, 5 to 8 miles is the sweet spot for most metros. Test 3 miles in dense urban areas.

Location: **People living in this location** · Radius: **5 to 8 miles** from gym address

09 Age Targeting

Match age to the avatar your ad is talking to. If your hook is about postpartum moms, don't target 25-55. Be specific.

Postpartum/mom avatar: **28-42** · 40+ reclaim: **40-55** · Busy pro: **32-50** · Default: **30-50**

10 Interest Targeting (Use Sparingly)

For most LASSO campaigns: leave interests blank and let Meta's algorithm find your buyer using the pixel signal. If you must add interests, use 3 to 5 maximum, all tightly related.

Default: **No interests, broad targeting** · If adding: **only Fitness/Health-adjacent interests, max 5**

11 Placements

Use **Advantage+ Placements** (formerly Automatic Placements). Let Meta distribute across Feed, Stories, Reels, Marketplace. Saves time and usually outperforms manual.

Placements: **Advantage+ Placements (all)**

AD CREATIVE + LAUNCH

04 THE AD ITSELF

12 Identity

Run the ad from your gym's Facebook Page and connected Instagram account. Never use Meta's "Use page" shortcut without checking.

Identity: **Your Gym Page + Connected IG account**

13 Ad Format

Single image or single video to start. Carousels and Collections come later once you have a winning creative angle.

Format: **Single Image or Single Video**

14 Primary Text + Headline

Use the StoryBrand Ad Copy Swipe File (Ch 3) to write the copy. Keep primary text under 125 characters when possible so Meta doesn't truncate it.

Primary text: **under 125 chars ideal** · **Headline:** **under 40 chars**

15 Call to Action Button

The LASSO default is **Learn More**. Lower commitment than "Sign Up" or "Get Offer". Higher click-through rate. Use it unless you have a specific reason not to.

CTA: **Learn More**

16 Tracking

For Leads campaigns with Instant Forms, Meta tracks automatically. For website campaigns, make sure the destination URL has UTM parameters so you can see lead source in GHL.

UTM template: **?utm_source=meta&utm_medium=paid&utm_campaign={{campaign.name}}&utm_content={{adset.name}}**

05 LAUNCH CHECKLIST

- ☐ Campaign objective is Leads or Sales (not Traffic, never Awareness)
- ☐ Advantage+ Audience is OFF
- ☐ Age and location match the avatar the ad is talking to
- ☐ Performance Goal is Maximize Leads (not Link Clicks)
- ☐ CTA button is Learn More
- ☐ Pixel + Conversions API are firing correctly
- ☐ Lead Gen ToS is accepted on the Page
- ☐ Campaign launched as PAUSED · review before activating

The 24-hour rule: Don't touch the campaign for the first 24 hours after activating. Meta is learning. Adjusting too early kills the learning phase and resets the algorithm. Wait, look at the data on day 2, then make decisions.