

FREE GUIDE · FAIJAS V

The Meta Ads Launch Checklist

The exact pre-flight checks I run before spending a single rupee on a Facebook or Instagram campaign — so your first ad doesn't burn budget on the learning phase.

By Faijas V · Performance Marketer · AED 350K+ tracked revenue · 6.42× blended ROAS

1 · Foundations (before you build)

- ☐ **Business goal is one number.** Leads, purchases or messages — pick one.
- ☐ **Pixel + Conversions API live.** Verified in Events Manager, no errors.
- ☐ **Key event chosen.** Lead / Purchase set as the optimization event.
- ☐ **Domain verified** in Business Settings.
- ☐ **Page & ad account roles** set; payment method added.

2 · Offer & landing page

- ☐ **One clear offer** with an obvious next step (CTA).
- ☐ **Page loads under 3s** on mobile.
- ☐ **Message match:** ad promise = page headline.
- ☐ **Form/Whatsapp tested** — a real lead actually arrives.
- ☐ **Thank-you / event fires** on conversion.

3 · Campaign build

- ☐ **Right objective** (Leads / Sales) — not Traffic.
- ☐ **Advantage+ or broad** audience to start; let Meta learn.
- ☐ **Budget survives learning** (~50 events/week target).
- ☐ **3–5 creatives** per ad set, different angles/hooks.
- ☐ **First 3 seconds hook** — problem or pattern-break.
- ☐ **UTMs on every link** for clean reporting.

4 · Launch & first 7 days

- ☐ **Don't touch it** during the learning phase.
- ☐ **Watch CPM, CTR, CPL** — not just spend.
- ☐ **Edit = reset learning.** Change deliberately, not daily.
- ☐ **Kill losers, scale winners** only after enough data.

My #1 rule: the algorithm is only as good as the data you feed it. Get the Pixel, the event, and a tested landing page right *before* you scale spend — that's where most beginners quietly lose money.

