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The weekly Meta Ads checkup

About 30 minutes, once a week. This is where results actually improve.

- ☐ Compare the last 7 days with the previous 7, per campaign: results, cost per result, spend, CTR.
- ☐ Rank ads by cost per result. Protect the winners; make variations of their hook or angle.
- ☐ Pause ads with meaningful spend and no results. Keep at least three live ads per ad set.
- ☐ Check 7-day frequency on prospecting. Over ~2.5 to 3 with falling CTR: plan new creative.
- ☐ Ask sales how last week's leads turned out. Adjust form questions or targeting if quality is poor.
- ☐ Break down by placement, age, gender and region. Exclude anything spending with nothing to show.
- ☐ Move budget towards the best cost per result, in steps of ~20%.
- ☐ Write next week's plan: scale, pause, new creative.

Want it done for you? Flow Digital runs websites, Google Ads, Meta Ads, SEO and email for growing businesses.
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