

Facebook Ads Management for Total Body Fitness

Project Type : Paid Ads Management

Duration : 2 month

Targeted Country : USA

Budget : 800\$

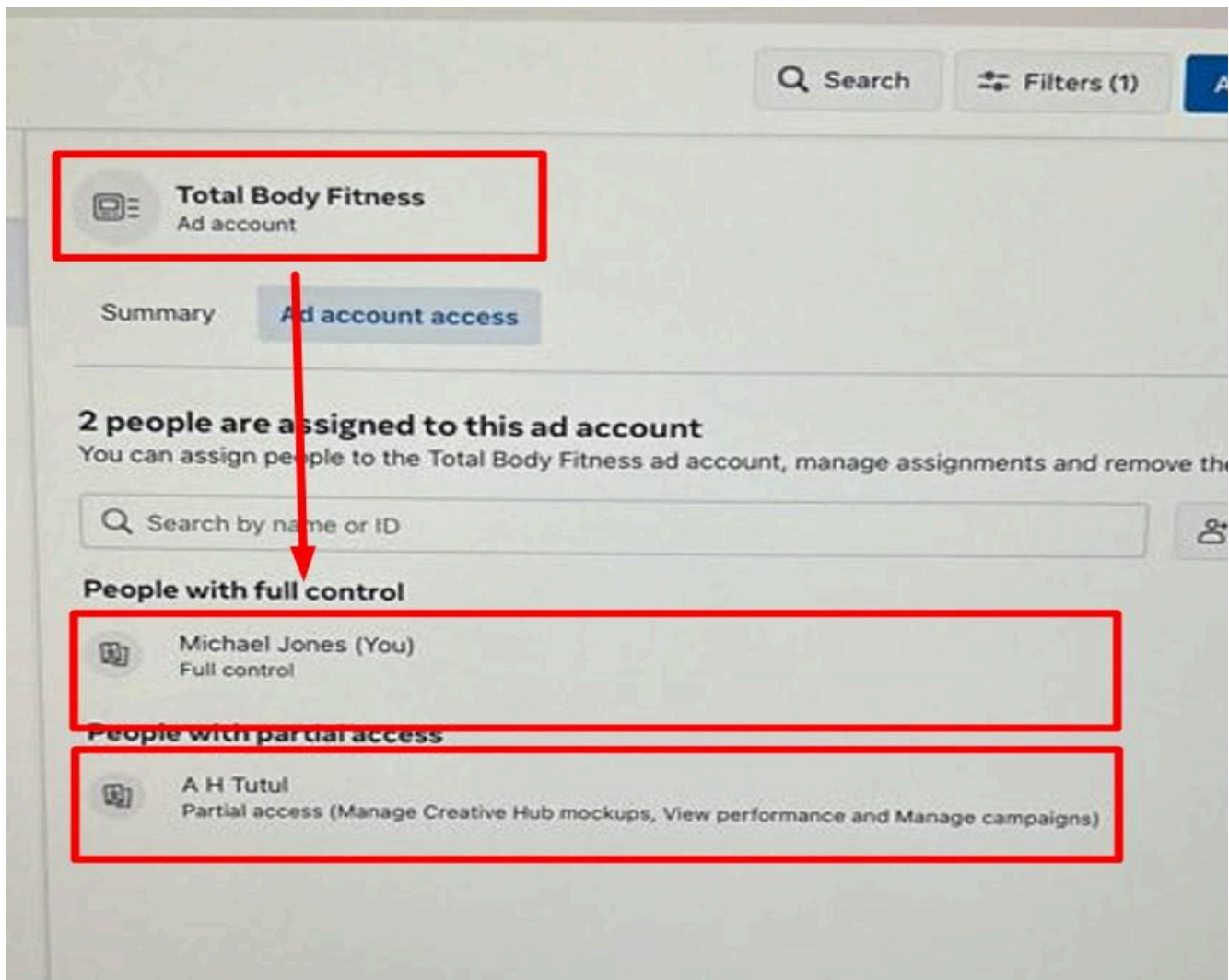
Prepared for : Michael Jones

Submitted by : Tutul Ahmed

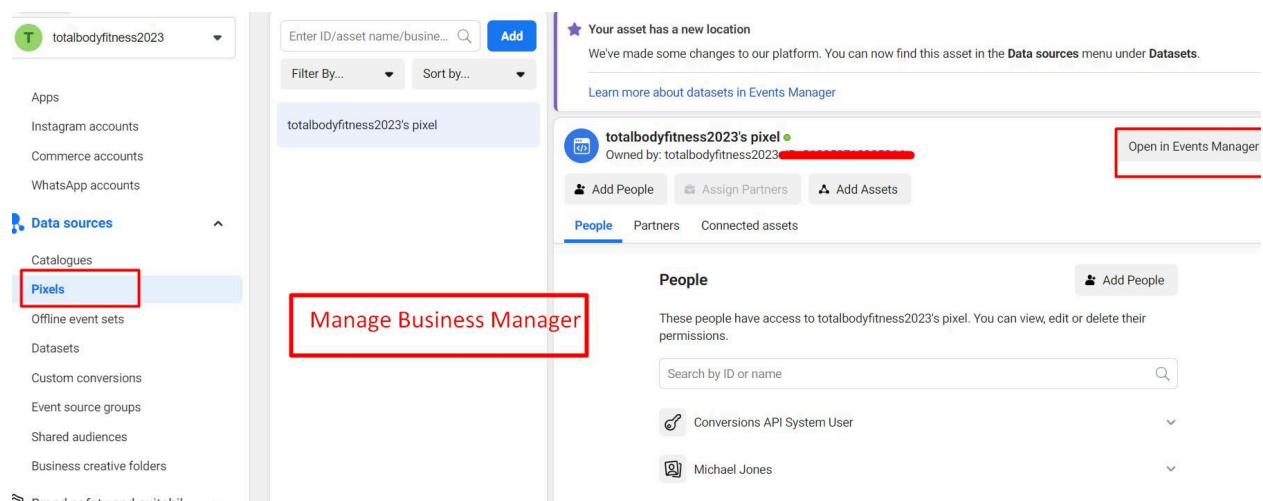
Clients Goal :

- Increase Brand Visibility
- Reach New Audiences
- Re-fresh paid media strategy
- Increase return on ads spend (ROAS)
- Optimize our Ads

Access for BM (Business Manager) :



Manage Business Manager (BM)



Brand Aware Campaign

The screenshot displays the Facebook Ads Manager interface for an awareness campaign. On the left, a sidebar shows a hierarchy: 'Awareness ad || finness' (folder icon), 'Awarenes ad set || totalfitness' (grid icon), and 'Awareness ad || total fitness' (document icon). The main panel shows the campaign details for 'Awareness ad || total fitness'. The 'Ad name' field contains 'Awareness ad || total fitness' with a 'Create Template' link. The 'Identity' section has a 'Partnership ad' toggle. The 'Facebook Page' dropdown is set to 'Total Body Fitness' and is highlighted with a red box. Below it, a red arrow points from the 'Awareness campaign setup' text box to the 'Facebook Page' dropdown. The 'Instagram account' dropdown is also highlighted with a red box and set to 'totalbodyfitness2023'. At the bottom, a disclaimer states: 'By clicking "Publish", you agree to Facebook's Terms and Advertising Guide'.

Search

Awareness ad || finness

Awarenes ad set || totalfitness

Awareness ad || total fitness

Ad name

Awareness ad || total fitness

Create Template

Identity

Partnership ad

* Facebook Page

Total Body Fitness

Select a Page at the ad set level
For this ad, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.
[Select Page](#)

Instagram account

totalbodyfitness2023

Ad setup

By clicking "Publish", you agree to Facebook's Terms and Advertising Guide

Awareness campaign setup

Campaign Insight for Brand Awareness

npaigins

Ad sets

Ads

Edit A/B test Rules View Setup Reports

On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
	Awareness !! total body fitness	2,717 Reach	2,717	2,871	\$1.82 Per 1,000 people rea...	\$4.94	Ongoing
Results from 1 campaign ⓘ Excludes deleted items		2,717 Reach	2,717 Accounts Centre acco...	2,871 Total	\$1.82 Per 1,000 people reac...	\$4.94 Total Spent	

Awareness Campaign Result

gns

1 selected

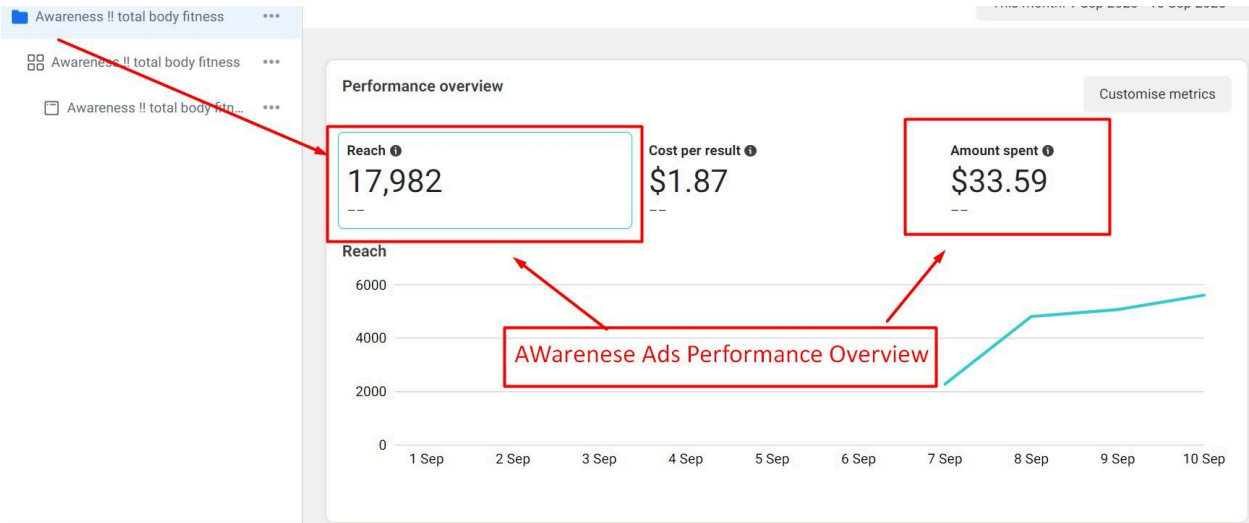
Ad sets for 1 Campaign

Ads for 1 Campaign

Duplicate Edit A/B test Rules View Setup Reports

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Awareness !! total body fitness	13,219 Reach	13,219	13,999	\$1.90 Per 1,000 people rea...	\$25.17	Ongoing
Results from 1 campaign ⓘ Excludes deleted items	13,219 Reach	13,219 Accounts Centre acco...	13,999 Total	\$1.90 Per 1,000 people reac...	\$25.17 Total Spent	

Performance



Setup Tracking Method

Search by name or ID

totalbodyfitness2023's pixel

Web
ID 6951094484923215

Automatic updates coming to Events Manager

The way in which your event data is shown in Events Manager is changing. You'll soon be able to merge website, app and offline events together into a single view. There's nothing for you to do. Most importantly, this update won't affect campaign performance, measurement or reporting.

Learn more about datasets in Events Manager

Remind me later

totalbodyfitness2023's pixel

Last 28 days

Create

Overview

Test events

Diagnostics 1

History

Settings

<div>Active</div>	Browser • Server	Good	Last received 1 hour ago
<div>View content</div> <div>Active</div>	Browser • Server	Good	79 Last received 2 hours ago
<div>Add to cart</div> <div>Active</div>	Browser • Server	Good	14 Last received 1 day ago
<div>Search</div> <div>No recent activity</div>	Browser • Server		13 Last received 11 days ago
<div>Initiate checkout</div> <div>Active</div>	Browser • Server		2 Last received 6 days ago

After setup Facebook Pixel Tracking

Conversion API

Sublime's Pixel

Create

Overview

Test events

Diagnostics

History

Settings

<div></div>	Purchase	Processed		Server	Manual setup	169006...	Today at 04:26:12	
	<div></div>	Purchase	Processed		Server	Manual setup	169006...	Today at 04:26:12
	<div></div>	Purchase	Deduplicated		Server	Manual setup	169006...	Today at 04:26:12
<div></div>	Add payment info	Processed		Server	Manual setup	169006...	Today at 04:25:22	
<div></div>	Initiate checkout	Processed		Server	Manual setup	169006...	Today at 04:25:19	
<div></div>	Add payment info	Processed		Browser	Partner integration	169006...	Today at 04:25:15	
	<div></div>	Add payment info	Processed		Browser	Partner integration	169006...	Today at 04:25:15
	<div></div>	Add payment ...	Deduplicated		Server	Manual setup	169006...	Today at 04:25:22
<div></div>	Initiate checkout	Processed		Browser	Partner integration	169006...	Today at 04:25:04	
	<div></div>	Initiate checkout	Processed		Browser	Partner integration	169006...	Today at 04:25:04
	<div></div>	Initiate check...	Deduplicated		Server	Manual setup	169006...	Today at 04:25:19
<div></div>	Add to cart	Processed		Server	Manual setup	169006...	Today at 04:24:40	

Activate Windows
Go to Settings to activate Windows.

Ads Preview for Different Placement

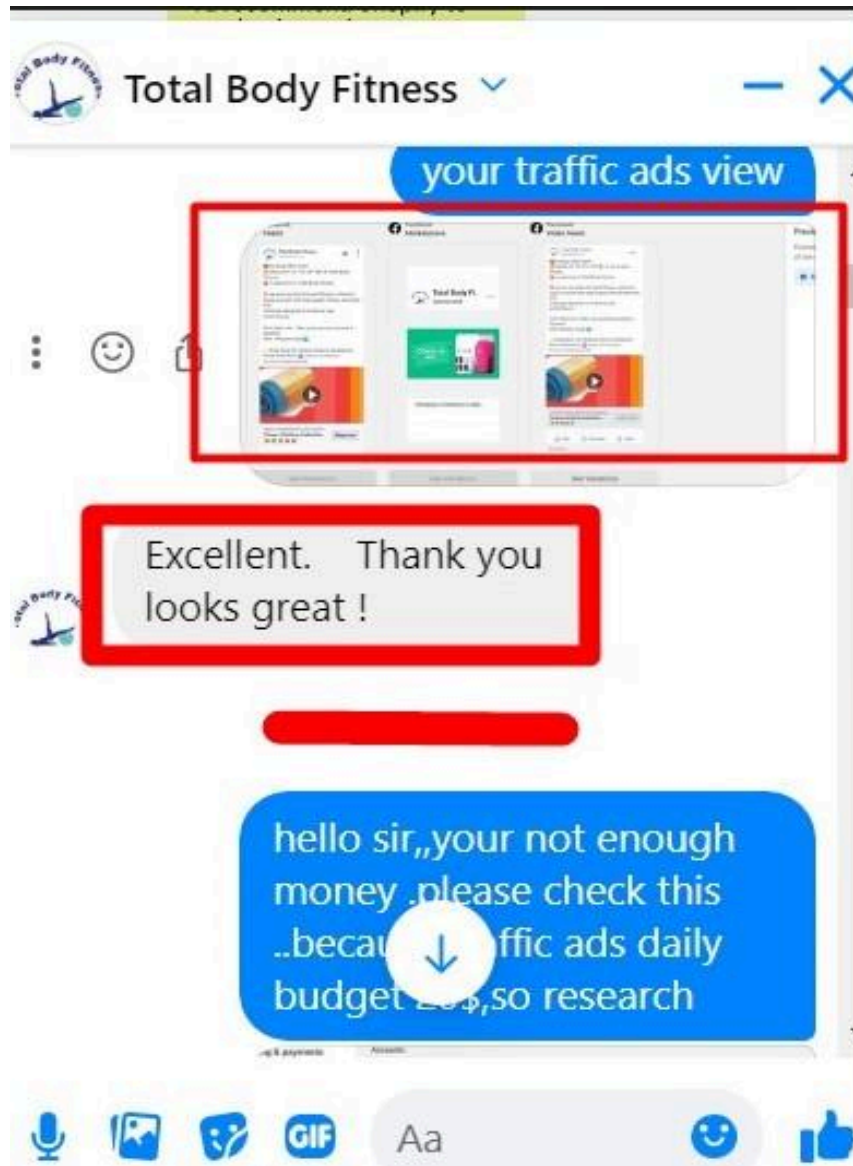
Advanced preview 5 of 5

The image shows three Facebook ad placements for 'Total Body Fitness'. Each placement is labeled at the top: 'Facebook Feeds', 'Facebook Marketplace', and 'Facebook Video feeds'. Red arrows point from these labels to the respective ad preview. The 'Feeds' and 'Video feeds' ads are identical, featuring a 'WOW! Greate offer!' headline, a 'Limited Time Offer: Get Fit & Save 15%' promotion, and a video of a person in camouflage leggings. The 'Marketplace' ad is different, showing a 'Self Wicking' tank top. A red box labeled 'Different Placement' is positioned below the Marketplace ad, with arrows pointing to it from the Marketplace and Video feeds labels.

Another Ads Preview

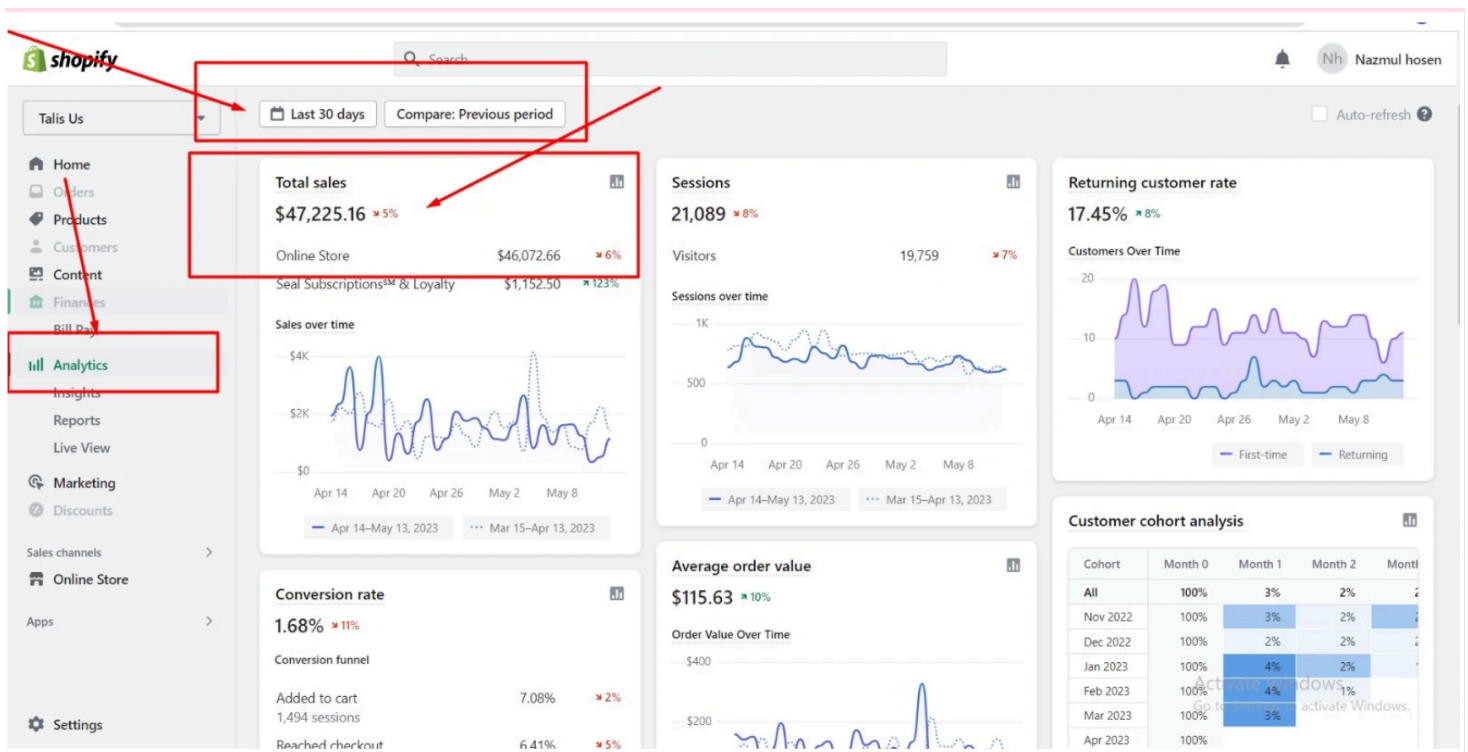
The image shows three Facebook ad placements for 'Total Body Fitness'. Each placement is labeled at the top: 'Facebook Feeds', 'Facebook Marketplace', and 'Facebook Video feeds'. Red arrows point from these labels to the respective ad preview. The 'Feeds' and 'Video feeds' ads are identical, featuring an 'Exciting Offer Alert! SALES UP TO 15% OFF!' headline, a 'welcome to Total Body fitness' message, and a video of a person in camouflage leggings. The 'Marketplace' ad is different, showing a 'Check us out' message and a pink fitness device. A red box labeled 'Ads Preview for different placement' is positioned below the Marketplace ad, with arrows pointing to it from the Marketplace and Video feeds labels. At the bottom of each ad preview, there is a 'See Variations' button.

Clients Satisfaction



Finally Total Revenue After 2 month: During this time Optimize Ads (Change Budget, Content, offer change, CTA, Multiple Ads set, Different Targeting , A/B Test, ABO etc)

And also Provide Conversion Rate Optimization (CRO) Service



CLIENT Review



Michael Jones

Before working with Tutul Ahmed, my ads were getting clicks, but not enough sales. I was spending money without seeing real returns. After implementing their strategy, my ad costs dropped by 50%, and my store's revenue doubled within weeks! We're so grateful for the amazing worrrrrr highly recommend them for anyone looking to scale their business through Meta ads

