

FACEBOOK ADS FOR BRANDS MASTERCLASS

The Complete Guide to Profitable Shopify Advertising

From \$0 to Scaling Profitably

Welcome to the Masterclass

Your roadmap to Facebook Ads success

This masterclass is designed for Shopify store owners who want to profitably scale their business with Facebook and Instagram advertising.

Whether you're spending \$0 or \$10,000/month, you'll learn:

- How to structure your ad account for success
- The exact audiences that convert
- Ad creative frameworks that stop the scroll
- How to optimize and scale winning campaigns
- Common mistakes and how to avoid them

Important: Facebook Ads work best when your brand foundation is solid. Complete your Brand Guidelines and have quality product photography before running ads.

What You'll Need Before Starting

- Facebook Business Manager account
- Facebook Pixel installed on your Shopify store
- At least 5-10 high-quality product images
- Clear understanding of your target customer
- Budget of at least \$10-20/day to start testing
- Patience - profitable ads take 2-4 weeks to optimize

Chapter 1: Account Structure

Setting up for success

The Proper Campaign Structure

CAMPAIGN (Objective Level)

% % % AD SET 1 (Audience: Interest-based)

% % % % Ad 1 (Image creative)

% % % % Ad 2 (Video creative)

% % % % Ad 3 (Carousel creative)

% % % AD SET 2 (Audience: Lookalike)

% % % % Ad 1, Ad 2, Ad 3

% % % AD SET 3 (Audience: Retargeting)

% % % Ad 1, Ad 2, Ad 3

Key principle: Test ONE variable at a time.

- Different audiences? Same ads.
- Different ads? Same audience.

Campaign Objectives - When to Use Each

SALES (Conversions) - 90% of your campaigns

- Use for: Direct product sales
- Optimize for: Purchase
- When pixel has 50+ purchases, use this

TRAFFIC - Only for specific cases

- Use for: Blog content, building pixel data
- NOT recommended for direct sales

ENGAGEMENT - Social proof building

- Use for: Getting likes/comments on posts
- Then use those posts as ads

Chapter 2: Audience Targeting

Finding your ideal customers

The Three Audience Types

1. COLD AUDIENCES (People who don't know you)

- Interest-based targeting
- Lookalike audiences
- Broad/no targeting (for large budgets)

2. WARM AUDIENCES (People who've engaged)

- Video viewers (25%, 50%, 75%, 95%)
- Social media engagers
- Website visitors (no purchase)

3. HOT AUDIENCES (People ready to buy)

- Add to cart abandoners
- Checkout abandoners
- Past purchasers (for upsells)

Interest Targeting Framework

Layer interests for more qualified audiences:

BEHAVIOR + INTEREST + DEMOGRAPHIC

Example for a yoga clothing brand:

- Behavior: Engaged shoppers
- Interest: Yoga Journal OR Lululemon OR Yoga
- Demographic: Women 25-45

Stack 3-5 interests per ad set (OR targeting)

Keep audience size 1-10 million for testing

Chapter 3: Ad Creative

Stop the scroll and drive action

The Anatomy of a High-Converting Ad

PRIMARY TEXT (Above the image):

- Hook in first line - stop the scroll
- 2-3 lines about benefits (not features)
- Social proof if possible
- Clear CTA

CREATIVE (Image or Video):

- Product in use > product alone
- Faces outperform no faces
- Movement catches attention
- Text overlay <20% of image

HEADLINE (Below image):

- Offer or main benefit
- Keep under 40 characters

DESCRIPTION:

- Secondary benefit or offer detail

Ad Copy Frameworks

--- PAS Framework (Problem-Agitate-Solution) (Copy Below) ---

Tired of [PROBLEM]?
You've tried [failed solutions] but nothing works.
[PRODUCT] finally [SOLUTION].
Shop now: [LINK]

--- End of PAS Framework (Problem-Agitate-Solution) ---

--- Social Proof Framework (Copy Below) ---

[NUMBER] happy customers can't be wrong.
+P+P+P+P+P "[SHORT REVIEW]" - [NAME]
See why everyone's switching to [PRODUCT].
Shop: [LINK]

--- End of Social Proof Framework ---

Chapter 4: Testing Framework

Find winners systematically

The Testing Budget Framework

RULE OF THUMB:

Spend 2-3x your target CPA before judging an ad.

If your target CPA (cost per acquisition) is \$30:

- Test budget: \$60-90 per ad set
- At \$20/day: 3-4 days of data

MINIMUM VIABLE TEST:

- 3 audiences x 3 ads = 9 ad sets
- \$20/day each = \$180/day
- Run for 4-7 days

SMALL BUDGET APPROACH (\$20-50/day total):

- Test 1-2 audiences at a time
- 2-3 ads per audience
- Longer testing period (7-10 days)

Metrics to Watch

CTR (Click-through rate):

- Above 1% = Good creative
- Below 0.5% = Creative problem

CPC (Cost per click):

- Under \$1 = Great
- \$1-2 = Acceptable

ROAS (Return on ad spend):

- 2x+ = Profitable (depends on margins)
- 3x+ = Scale aggressively
- Below 1.5x = Needs optimization

Chapter 5: Scaling Strategies

Go from profitable to printing money

When to Scale

Only scale when you have:

- ' Consistent ROAS above target for 5-7 days
- ' At least 50 conversions in testing
- ' Multiple winning audiences
- ' Multiple winning creatives
- ' Landing page conversion rate above 2%

DON'T scale if:

- ' Only 1-2 days of good data
- ' Single winning ad (will fatigue)
- ' ROAS is inconsistent

Scaling Methods

1. VERTICAL SCALING (Increase budget)

- Increase by 20-30% every 3-4 days
- Never more than 2x in a single day
- Watch for CPA increase

2. HORIZONTAL SCALING (More ad sets)

- Duplicate winning ad sets
- Test new lookalike percentages
- Expand to new interests

3. CREATIVE SCALING

- Create variations of winning ads
- New hooks with same body
- Same hook with new visuals

Chapter 6: Retargeting Mastery

Convert warm audiences

Retargeting Funnel Structure

TIER 1: ABANDONED CART (Hottest)

Audience: Added to cart, no purchase (1-7 days)

Message: Reminder + incentive

Budget: 20-30% of retargeting budget

TIER 2: PRODUCT VIEWERS

Audience: Viewed product, no add to cart (1-14 days)

Message: Benefits + social proof

Budget: 30-40% of retargeting budget

TIER 3: WEBSITE VISITORS

Audience: Visited site, no product view (1-30 days)

Message: Brand story + bestsellers

Budget: 20-30% of retargeting budget

TIER 4: SOCIAL ENGAGERS

Audience: Engaged with social content (1-60 days)

Message: Introduction + offer

Budget: 10-20% of retargeting budget

Bonus: AI Prompts for Ad Copy

Generate unlimited variations

Use these prompts with ChatGPT, Claude, or Gemini. Upload your Brand Guidelines first.

--- Master Ad Copy Prompt (Copy Below) ---

You are a Facebook Ads expert who has managed \$10M+ in ad spend. Using my brand guidelines, create Facebook ad copy.

PRODUCT: [NAME AND BRIEF DESCRIPTION]

TARGET AUDIENCE: [WHO THEY ARE, WHAT THEY WANT]

OFFER: [DISCOUNT, FREE SHIPPING, ETC.]

GOAL: [COLD TRAFFIC/RETARGETING/AWARENESS]

Create 5 variations of primary text, each using a different framework:

1. Problem-Agitate-Solution
2. Social proof focused
3. Direct response with strong CTA
4. Storytelling/emotional appeal
5. Curiosity-driven

For each, include:

- Hook (first line that stops the scroll)
- Body (2-3 lines)
- CTA

Also provide 3 headline options and 3 description options.

--- End of Master Ad Copy Prompt ---

--- Video Script Prompt (Copy Below) ---

Write a 30-second Facebook video ad script for [PRODUCT].

Structure:

- 0-3 sec: Hook (pattern interrupt or bold question)
- 3-15 sec: Problem and solution (show the transformation)
- 15-25 sec: Social proof and offer
- 25-30 sec: Clear CTA

Tone: [Casual/Professional/Playful per brand guidelines]

Format: Include visual directions in [brackets]

--- End of Video Script Prompt ---

Chapter 7: Common Mistakes

Learn from others' expensive lessons

MISTAKE #1: SCALING TOO FAST

The problem: Doubling budget overnight crashes performance.

The fix: Increase by max 20-30% every 3-4 days.

MISTAKE #2: NOT TESTING ENOUGH CREATIVES

The problem: Running 1-2 ads and expecting success.

The fix: Test 5-10 creatives to find 1-2 winners.

MISTAKE #3: OPTIMIZING FOR THE WRONG METRIC

The problem: Celebrating high CTR but no sales.

The fix: Optimize for purchase/ROAS, not engagement.

MISTAKE #4: AUDIENCE OVERLAP

The problem: Same person seeing ads from multiple ad sets.

The fix: Use exclusions and check overlap in Ads Manager.

MISTAKE #5: IGNORING THE LANDING PAGE

The problem: Great ads sending traffic to poor pages.

The fix: Match ad message to landing page. Optimize for mobile.

MISTAKE #6: GIVING UP TOO SOON

The problem: Turning off ads after 1-2 days.

The fix: Give ads 3-5 days and 50+ link clicks before judging.

MISTAKE #7: NOT USING THE PIXEL PROPERLY

The problem: Pixel not firing or tracking wrong events.

The fix: Use Facebook Pixel Helper extension to verify.

Now Go Build Your Ad Empire

Start small. Test everything. Scale what works.

Questions? Email support@advancedmarketing.co

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