Of course. It's fantastic that you're at this stage. All the foundational work is done, and now comes the exciting part: actively finding your customers. Let's build a clear, actionable plan to get your first sales using Facebook Ads and Canva.

**Part 1: The Foundation - Your Marketing Angle**

Before you create a single ad, you need to be crystal clear on your message. Your strength is **not** that you're a high-end design agency, but that you offer a specific solution for a specific problem.

**Your Winning Angle:** "Fast, affordable, professional-looking logos for new UK businesses."

**Your Target Audience's Pain Points (The problems you solve):**

* "I just started my business and need a logo, but I can't afford £500."
* "I've tried using a free logo maker app, and it looks cheap."
* "I need to look professional *now* to get clients, I can't wait weeks."

Every ad you create should speak to one of these pain points and present your service as the perfect solution.

**Part 2: Creating Your Ad Creatives in Canva**

Yes, you should absolutely use Canva for this. It is the perfect tool. You need to create a few different types of ads to test what catches people's attention.

**Ad Creative Ideas for Canva:**

1. **The "Before & After" Single Image:**
   * Create a simple graphic. On the left side, have text like "Using a free logo maker?" with a generic, cheap-looking logo. On the right side, have "Get a professional look for £49" and showcase one of your best logos (like the lovethylawn.webp or jolly-1.webp examples).
2. **The Carousel Ad (Highly Recommended):**
   * This format allows people to swipe through multiple cards. It's very effective for showcasing variety.
   * **Card 1:** A strong headline: "Starting a New Business?"
   * **Card 2:** Showcase your best "Tradesman" style logo. Headline: "For Plumbers, Electricians & Builders."
   * **Card 3:** Showcase your best "Service/Retail" style logo. Headline: "For Barbers, Takeaways & Cafes."
   * **Card 4:** Showcase your best "Modern/Clean" style logo. Headline: "For Consultants & Startups."
   * **Final Card:** A call to action. "Get Your Starter Logo for £49. Click Here!"
3. **The Simple Video Ad:**
   * Use Canva's video editor. It's very simple.
   * Create a 15-second slideshow.
   * **Seconds 0-3:** Text overlay: "Tired of cheap logo makers?"
   * **Seconds 4-12:** Rapidly show 4-5 of your best logo examples, one after the other.
   * **Seconds 13-15:** Final screen with your logo, the price (£49), and your website URL.
   * **Pro Tip:** Use upbeat, royalty-free music available within Canva to make it more engaging.

**Part 3: Setting Up Your First Facebook Ad Campaign (Step-by-Step)**

Here is a simplified guide to creating your first campaign in Facebook Ads Manager.

1. **Campaign Objective:** Click "Create". When Facebook asks for your objective, choose **Sales**. This tells the algorithm to use your Pixel data to find people most likely to make a purchase.
2. **Ad Set: Targeting Your Audience:** This is the most important step.
   * **Location:** United Kingdom.
   * **Age:** Start with a broad range, like **22-55**.
   * **Detailed Targeting (Interests):** This is your secret weapon. You need to tell Facebook who to show your ads to. Create **one ad set** to start and target people who have shown interest in:
     + **New/Small Businesses:** Target interests like Small business, Entrepreneurship, Business startup.
     + **Competitors/DIY Tools:** Target interests like Vistaprint, Wix, Fiverr. People using these services are your perfect customers.
     + **Key Interest:** Target people who are **"Facebook page admins"**. This is a powerful option that targets people who manage business pages.
3. **Ad Set: Placements:**
   * Select **Advantage+ placements** (this used to be called "Automatic Placements"). Let Facebook's algorithm decide where to show your ads (Facebook Feed, Instagram Stories, etc.). It's generally the most effective and easiest option for beginners.
4. **The Ad: Putting It All Together:**
   * **Upload Your Creatives:** Upload the images/videos you made in Canva. It's best to create at least 2-3 different ads within your ad set so Facebook can test them.
   * **Write Your Ad Copy (Primary Text):**
     + **Hook:** Start with a question that addresses their pain point. "Starting a new business on a tight budget?"
     + **Solution:** Explain what you do. "Get a professional-looking starter logo designed for you in just 1-3 days."
     + **Offer:** State the price clearly. "Our 'Starter' Logo Package is just £49."
     + **Call to Action:** Tell them what to do. "Click the link to see our work and get started today!"
   * **Headline:** This is the bold text next to the button. Make it direct: **"Affordable Starter Logos | £49"**
   * **Link:** Put the URL for your **logo-landing.html** page. Send them directly to the page where they can buy.
   * **Call to Action Button:** Choose **"Shop Now"** or **"Learn More"**.

**Part 4: Your Budget and Expectations**

* **Starting Budget:** You do not need to spend a lot. Start with a small daily budget of **£5 - £10 per day**. You can run a campaign for a week for £35-£70.
* **Be Patient!** You will **not** get sales on day one. The first 2-4 days are the "learning phase," where Facebook's algorithm is figuring out who responds to your ad. **Do not touch or edit the ad during this time.**
* **The Goal of the First Week:** Your goal is not to get rich. It is to **gather data**. You want to see which ad creative gets the most clicks and which targeting is most effective. After your Pixel has recorded a few purchases, it will get much, much smarter at finding new customers.

You have a fantastic, honest service and a great website. The key now is to put it in front of the right people with a clear message. Follow these steps, be patient, and you will be well on your way to getting your first sales. You've got this.