Campaign Creation

Use Geru software to add spent calculations. Manual calculations are not very impressive. These are the columns that should be used. Cost of Product, Ad Spend, Sale Amount, Roas, Total.

If your campaign budget is less than or equal to $500 per day then don’t use Brand Awareness or Reach Campaign type.

**CBO(Campaign Budget Optimization):-**

This budget is assigned at the campaign level. In CBO AI will optimize your budget and decide on which Adset it should spend more budget. According to performance.

**ABO(Adset Budget Optimization) :-**

In ABO budget is assigned at the Adset level. ABO is better because here you can optimize your Ad and assign equal budget to every Adset to know which Adset brings more sales.

Strategy for ABO and CBO:-

First, use ABO for $5 per set then eliminate all adset that bring no sales after that chose the best Adset and run CBO on it to get the best results.

**Message Campaigns:-**

In message campaigns, do not ask too many questions. Just ask Phone number and Email. More questions you ask less led you will get.

**Leads:-**

All the service-based businesses are lead-based business with the help of lead-generation ads. You will bring leads and their data. Your data will be stored on the Facebook page on the **Leads center.**

You can send the link to your client or your client can download it.