Meta Ads Checklist

28 checks for Facebook and Instagram ads that bring leads, not likes

How to use it: tick each line that is true for your account today. Every unticked line is a fix, and the ones near the top of each section usually matter most.

Tracking

1 ☐ Meta pixel is installed and the Conversions API is connected.

2 ☐ The Lead event fires on the thank-you page or form submit, tested in Events Manager.

3 ☐ Your domain is verified in Business Manager.

4 ☐ Event names carry no personal or health details.

5 ☐ Lead form leads go to a sheet, CRM or WhatsApp in real time, not a weekly download.

Campaign setup

6 ☐ Objective is Leads or Sales, not Engagement or Traffic, when the goal is enquiries.

7 ☐ Location is set to people living in or recently in the area you serve.

8 ☐ Special ad category is declared where it applies (housing, credit, employment).

9 ☐ Budget is at least 5 to 10 times your target cost per lead per day while testing.

10 ☐ Advantage+ placements are on unless you have data showing one placement wastes money.

11 ☐ Campaigns run 4 to 7 days without edits before you judge them.

Audience

12 ☐ Start broad within your location and let the creative pick the audience.

13 ☐ Custom audiences from website visitors and video viewers are set up for remarketing.

14 ☐ Existing customers are excluded from new-customer campaigns.

15 ☐ Interest stacking is avoided: too narrow an audience pushes up cost per lead.

16 ☐ Lookalikes are built from real customers or qualified leads, not page likes.

Creative

17 ☐ At least 3 to 5 different creatives per ad set: video, image and carousel.

18 ☐ The first 3 seconds of each video say who it is for and what it offers.

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19 ☐ Vertical 9:16 versions exist for Reels and Stories.

20 ☐ Text on images is short, and the offer or price is clear.

21 ☐ Real photos of your work, shop or team are tested against stock images.

22 ☐ Ad copy names the location and the problem you solve.

Lead forms and follow-up

23 ☐ Instant forms use Higher Intent, with a review screen before submit.

24 ☐ One qualifying question filters out price-only enquiries.

25 ☐ Every lead is called or messaged within 15 minutes during working hours.

26 ☐ You track leads to customers, so you know cost per customer, not just cost per lead.

27 ☐ Creative is refreshed when frequency passes 3 or cost per lead rises for a week.

28 ☐ Weekly review: pause losers, give more budget to the ad sets that bring customers.

Want us to run this checklist on your account? **Free review from our Trichy team.**
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