

# 5-Day Meta Ad Campaign Strategy

**Funnel in leads. Nurture them. Convert with ease.**

This framework is designed for service providers, coaches, creators, and product-based businesses who want to generate high-quality leads through Meta (Facebook/Instagram) ads and convert them through email marketing — without sounding salesy or spammy.

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## OVERVIEW

- **Goal:** Generate leads and turn them into customers using a combination of Meta ads + an automated email funnel.
  - **Tools you'll need:**
    - Meta Business Manager
    - Landing page builder (like ConvertKit, Systeme.io, or Leadpages)
    - Email marketing platform (like MailerLite, ActiveCampaign, or Klaviyo)
    - A lead magnet (freebie, discount, quiz, etc.)
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## DAY 1: Strategy, Funnel, & Foundations

 **Goal:** Lay the groundwork with a high-value lead magnet + funnel setup

### 1. Choose Your Lead Magnet

Your lead magnet is the bait that gets people into your funnel. It **MUST** solve a real problem. Examples:

- Free PDF Guide or Checklist
- Quiz with personalized results
- Exclusive discount or coupon
- 15-min audit or discovery call
- Free training/workshop

**Pro tip:** Don't overcomplicate this. A simple, clear win beats an overwhelming freebie.

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## ✓ 2. Build Your Funnel (3 essential pages)

### 1. Landing Page

- Clear headline addressing the pain point
- Short, benefit-driven copy
- Eye-catching image or video
- Simple opt-in form (name & email)
- CTA button: "Download Now" / "Send It To Me"

### 2. Thank You Page

- Confirm submission
- Deliver or link to the lead magnet
- Introduce your brand briefly
- Include a secondary CTA (follow you on IG, join your FB group, or book a call)

### 3. Email Platform Integration

- Set up an automation to deliver the lead magnet
- Tag leads (e.g., "Opted In – Free Guide")

- Trigger Day 1 of your drip campaign
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## DAY 2: Launch Your Meta Ads



**Goal: Drive qualified traffic to your opt-in page**



### 1. Campaign Setup

- Objective: **Lead generation** or **Traffic + Landing Page Conversions**
  - Use custom events or lead form integrations if you're running ads to a form directly on Facebook
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### 2. Targeting Strategy

- **Audience 1:** Interest-based (choose 3–5 relevant interests)
- **Audience 2:** Lookalike audience (based on website traffic or email list)
- **Audience 3:** Retargeting (website visitors, Instagram engagement, etc.)

**Pro tip:** Keep ad sets clean. Run 2–3 creatives per ad set, max.

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### 3. Ad Creative

You can run 2–3 styles of ads:

- **Static image** (bold text, colorful background, clear CTA)
- **Short video** (15–30 sec value pitch or explanation)
- **Carousel** (use for storytelling, breaking down the lead magnet's benefits)

#### ✓ 4. Ad Copy Structure

1. Hook (attention grabber)
2. Problem (show empathy + relevance)
3. Solution (your lead magnet)
4. CTA (what to do next)

🧠 Example:

"Struggling to get sales from your ads? You're not alone. I created a free 5-step guide that shows exactly how to turn cold clicks into paying clients. Want it? Grab it here 📌"

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## DAY 3: Email Drip Begins – Lead Nurture Phase



### Goal: Deliver value + build trust with new leads

Now that you're collecting leads, your **email funnel** starts doing the heavy lifting. This is where sales are made.

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#### ✓ Email 1: Deliver & Set Expectations

**Subject:** Here's your [Freebie Name] + what's coming next

- Deliver the lead magnet
  - Set the tone (you're here to help, not just sell)
  - Tease what to expect in future emails
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#### ✓ Email 2: Share a Story (24 hours later)

**Subject:** How [Client or You] Solved [Pain Point]

- Personal story or client result that relates to their struggle
  - Empathy + credibility
  - Light CTA: “If you relate, keep an eye out for tomorrow’s email”
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### **Email 3: Quick Win + Position Your Offer**

**Subject:** A simple trick that changed everything for me

- Deliver a short, actionable tip
  - Show what’s possible (introduce your paid offer lightly)
  - CTA: “Want help doing this? Here’s how I can support you”
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## **DAY 4: Retargeting & Soft Pitch**



**Goal: Stay top-of-mind and warm them up for a conversion**

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### **Email 4: Social Proof or Case Study**

**Subject:** [Name] went from [Struggle] to [Win] in 2 weeks

- Highlight transformation via your product/service
  - Use testimonials or screenshots
  - CTA: Book a call, reply to email, or check out your offer
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## ✓ Retargeting Ads

- Retarget people who viewed your landing page or opted in
- Use ads that reinforce your credibility (e.g., client testimonials, “behind-the-scenes” content, personal video)
- CTA: “Still thinking about [Freebie or Service]? Here’s how we can help.”

**Pro tip:** Run retarget ads with urgency-based headlines like “Spots Closing” or “Ending Soon”

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## DAY 5: Conversion Push



### Goal: Present your offer with urgency or a bonus

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## ✓ Email 5: Direct Offer + Scarcity

**Subject:** Let’s fix this once and for all

- Recap the transformation they want
  - Break down your offer clearly
  - Add urgency (limited time, fast-action bonus, price increasing)
  - CTA: Buy now / Book your call
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## ✓ Email 6 (Optional): Handle Objections

**Subject:** “But what if it doesn’t work for me?”

- Acknowledge fears or doubts
- Share relatable stories

- Offer a guarantee or risk reversal
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## After Day 5 – What Next?

- Keep leads in a long-term nurture sequence (weekly value-packed emails)
  - Retarget non-buyers with limited-time promos
  - Segment based on behavior (clicked but didn't buy, downloaded but never opened, etc.)
  - Run monthly campaigns to warm segments
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## KEY TAKEAWAYS

- **Leads need time + trust** — don't rush the sale
  - **The fortune is in the follow-up** — your email funnel is just as important as the ad
  - **Consistency beats complexity** — simple messages, strong visuals, valuable offers
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## BONUS: Want This Done-for-You?

If you want templates for every page, email, and ad — I can help you build this whole system without guesswork. Want the plug-and-play version?

👉 **DM me “META SYSTEM”** and I'll send over more info!