

Meta Ads Management

£449/month per campaign

Facebook & Instagram Ads

Strategic campaigns built to generate more enquiries, more sales and measurable results.

What This Package Is

This package is for businesses that want to get more from their advertising budget. I plan, build, write, launch and optimise your Facebook and Instagram campaigns, then provide clear, straightforward reporting so you can see exactly how your budget is performing, how many enquiries or sales your campaigns are generating, and what each result is costing.

I manage every stage of your campaign, from strategy and audience research to ad creative, copywriting, technical setup, testing, optimisation and monthly reporting. I'm certified in Meta Ads, Marketing Analytics and Social Media Management, with additional qualifications in digital marketing. I've spent nearly four years in social media for a UK logistics business. Since January 2025, I've also been running Meta Ads campaigns there, alongside that same work. Your campaigns are managed by one experienced professional from start to finish, not passed between different people or outsourced to someone you've never met.

Honest note: I won't promise you a fixed number of leads because no honest advertiser can. Results depend on your offer, your market and your budget. What I can promise is that every campaign is managed carefully, every decision is backed by data, and you'll always know exactly how your budget is performing.

Always Running And Never Handed To A Stranger

Your campaigns are never passed to anyone else. No agency juniors, no outsourced team. Everything is planned, built and managed by me from start to finish. Automated spend controls are in place to help protect your advertising budget, and if I'm taking time off, you'll always know in advance.

What's Included

- Full campaign strategy and funnel mapping
- All ad creative: images, video and carousels built to stop the scroll
- Persuasive copywriting: headlines, body text and calls to action
- Technical setup: Pixel/dataset, conversion events and audience building
- A/B testing across creative, copy and audiences
- Daily monitoring and optimisation
- End-of-month ROI report with clear recommendations

THE MONEY SIDE

- **Ad spend:** paid directly by you to Meta, separate from my management fee.

- **Recommended minimum:** £15–£20 a day (roughly £450–£600 a month) for results worth having.
- **Minimum term: 3 months. Ads need time. A campaign has to clear its learning phase and gather enough data before the results mean anything. One month is not a fair test, so I don't offer managed ads month-to-month.**
- **Setup included:** your £449/month covers the full campaign build and setup, there is no separate setup fee. (The one-off Campaign Setup from £129 in my shop is for businesses that only want a campaign built, without ongoing management.)
- **Larger budgets:** £449/month covers ad budgets up to around £1,500/month. Above that, management is 15% of your ad spend.
- **Not ready to commit?** I also build one-off campaigns from £129. I set everything up and hand it over for you to run yourself, no ongoing commitment. If you'd rather I ran it properly after that, management is £449/month.

How I Use AI

I use AI-assisted design tools to help produce some of your graphics and visuals. Everything is planned, edited and checked by me for your business, so you are never sent generic, unchecked AI content. Where an image is AI-generated, I label it clearly, in line with current AI transparency standards.

What You Need To Send Me

Drop everything into a Google Drive or Dropbox folder and share the link.

- **Your offer in writing:** exactly what you're advertising, including any price, discount or guarantee.
- **Photos and video clips:** of your product, work, team or premises. Real footage outperforms stock.
- **Your logo and brand colours:** PNG logo and HEX codes if you have them.
- **Your website address:** and which platform it's built on (Shopify, Wix, WordPress, Squarespace, custom, or none).
- **Where leads should go:** a form, your website, WhatsApp, Messenger, or a phone call.
- **Any past results:** what you've tried before in advertising, and what worked or flopped.

Your Questionnaire

Once your Agreement is signed and your first invoice is paid, I'll send you a short online questionnaire covering your offer, your budget and your target audience. It takes about 10 to 15 minutes, and you can add your creative assets as you go, or paste a link to a shared folder. Your answers shape the whole campaign, so the more detail you give me, especially about your offer and your numbers, the better.

How To Give Me Access, No Password Needed

I never need your Facebook or Instagram password. Meta has a safe, built-in way for me to manage your accounts while you stay the full owner of everything. Pick whichever method suits you, it takes about five minutes.

METHOD 1, PARTNER ACCESS (BEST OPTION)

This works if you have a Meta Business Portfolio (you may know it as Business Manager). If you don't have one, it is free and takes two minutes to create at business.facebook.com, just click Create, enter your business name and email, and confirm. Then follow the steps below.

1. Go to business.facebook.com and log in.
2. Click the settings cog, then open Business settings.
3. In the left-hand menu, under Users, click Partners.
4. Click Add, then choose "Give a partner access to your assets".
5. Enter my Business Portfolio ID (a 16-digit number), I will send this to you by email.
6. Click Next, then tick the assets you want me to manage: your Facebook Page, your Instagram account, your ad account, and your Pixel/dataset.
7. Set the access level for each: Facebook Page as Editor, Instagram account as Editor/Standard, Ad account as Advertiser, and Pixel/dataset as Analyst. Then click Save changes.

That's it. I get a notification straight away and can begin.

METHOD 2, QUICK OPTION FOR YOUR PAGE ONLY

If you only need me on your Facebook Page and linked Instagram (most common for content-only packages):

1. Open Meta Business Suite at business.facebook.com and log in.
2. Click Settings (the cog), then Page access.
3. Click Add new, find me, and give me Editor access, not full control.

4. Make sure your Instagram is linked to the Page: Settings → Linked accounts → Instagram. Once linked, I can manage Instagram through the Page.

One thing to know: Editor access is all I need. It lets me publish, schedule, reply to messages and pull your reports, while you remain the owner. You can remove my access at any time, in seconds, from the same screen. I do not ask for, and will not accept, Admin or Full Control of your Page, your Instagram or your ad account. If you accidentally give me more than I need, I'll tell you and ask you to reduce it.

How To Set Up Your Meta Pixel

The Pixel is a small piece of tracking code on your website. It tells me which ads turn into real enquiries and sales, so I can spend your budget on what actually works instead of guessing. Meta now keeps the Pixel inside something called a “dataset”, it’s the same thing, just a newer name.

No website? No problem. If you don’t have a website, you don’t need a Pixel. For lead-generation ads, Meta collects enquiries on a form inside Facebook and Instagram itself: the customer never leaves the app. Just tell me and I’ll set that up instead.

THE EASY PART, I CREATE IT FOR YOU

Once you’ve given me partner access to your ad account, I create the Pixel/dataset myself. You only need to connect it to your website. Here’s how, depending on what your site is built on.

CONNECT IT TO YOUR WEBSITE

- **Shopify:** Open the Facebook & Instagram sales channel → Settings → connect your Meta account → select the Pixel I created. No code needed.
- **WordPress / WooCommerce:** Install the official Meta plugin → connect your Meta account → select the Pixel. Or send your web person the code I provide to paste into the site header.
- **Wix:** Go to Marketing & SEO → Marketing Integrations → Facebook Pixel → paste the Pixel ID I send you.
- **Squarespace:** Go to Settings → Connected accounts (or Marketing → Pixels) → paste the Pixel ID I send you.
- **Custom or other site:** Copy the Pixel base code I send and paste it just before the </head> tag on every page. Your web developer can do this in two minutes.

After it’s connected, I set up the key events that matter to you, such as Lead, Contact, Booking or Purchase, and I test that everything is firing correctly before a single advert goes live.

Important (UK law): Your website needs a cookie consent banner so visitors agree to tracking before the Pixel runs. This keeps you on the right side of UK GDPR and PECR rules. If you don’t have one yet, tell me and I’ll point you to a simple, free solution.

What Happens Next

For ads, I’ll need partner access to your Facebook Page, Instagram, ad account and Pixel/dataset. Method 1 above is the right one for this.

Send your completed questionnaire and assets, sort my access, and I’ll take it from there. You’ll have your content calendar to approve before anything goes live.

Email: dana@socialgrowthsystems.co.uk

Web: socialgrowthsystems.co.uk