ONE MAN MARKETING · FREE CHECKLIST

Meta Ads Pre-Launch Checklist

The 9 things I check before every campaign goes live. Miss even one and your budget starts leaking before the first lead comes in. Tick each box before you hit **Publish**.

DRAFT 1 2 3 4 5 6 7 8 9 LAUNCH

9 out of 9. every single time.

HOW TO USE Print it or keep it open. Go top to bottom. A box only gets ticked when the "Pass if" line is true.

01 Pixel + Conversions API are firing

If Meta can't see your leads, it can't find more people like them. Browser pixels miss events (ad blockers, iOS), so the server-side Conversions API (CAPI) fills the gap.

- Events Manager → **Test Events**: submit a test lead on your own page
- See the **Lead** event arrive from both Browser and Server
- Same `event_id` on both, so Meta de-duplicates them
- Check **Event Match Quality** and send phone/email where you can

PASS IF a test lead shows up once, from both browser and server

02 Optimised for leads, not clicks objective check

Meta gives you exactly what you ask for. Ask for clicks and you get cheap clickers who never fill the form.

- Campaign objective = **Leads** (not Traffic or Engagement)
- Conversion event = **Lead** or your form submit event
- Pick the right conversion location: website, instant form or WhatsApp
- Judge on **cost per lead**, not CTR or CPC

PASS IF the ad set's performance goal is a lead or conversion event

03 Landing page opens in under 3 seconds on mobile

Almost all Meta traffic is on phones over mobile data. Every extra second of white screen means people bounce, and you've already paid for that click.

- Test on **PageSpeed Insights (Mobile)** and on your own phone over 4G
- Compress images (WebP) and keep the hero image small
- Remove sliders, popups and heavy chat widgets above the fold
- Headline + offer + form visible without scrolling

PASS IF page is usable on 4G in under 3 seconds

04 The offer is clear in one line

"Best quality service" is not an offer. The customer should know in 3 seconds what they get, why now, and what to do next.

- **What** they get + **for whom** + **by when**
- One action only: call, form or WhatsApp. Pick one.
- Ad headline and page headline say the same thing
- Add one proof point: reviews, numbers, photos

PASS IF a stranger can repeat your offer back after one look

05 The form is short cut the extra fields

Every extra field is a reason to quit halfway. Collect what you need to call them. Everything else can wait for the call.

- Keep it to **Name, Phone + 1 qualifying question**
- Instant forms: use **Higher intent** if lead quality is poor
- Drop email, age, company and budget unless you truly need them
- Send people to a thank-you page or WhatsApp after they submit

PASS IF form takes under 20 seconds to fill on a phone

06 3 different creative angles, not 3 colours

Changing the background colour is not a test. Meta needs genuinely different ideas to find which message your audience responds to.

- **Pain**: the problem they feel today
- **Offer**: the deal, price or guarantee, upfront
- **Proof**: a result, review or before/after
- Each one gets a different hook in the first 3 seconds

PASS IF someone could tell your 3 ads apart with the sound off

07 Budget is enough to feed the algorithm

Meta's learning phase needs around **50 optimisation events per ad set in 7 days**. Starve it and the ad set stays stuck in "Learning limited".

- Use the formula below. If you can't afford it, **use fewer ad sets** rather than splitting a small budget.
- Don't edit budgets, audiences or creatives every day while it's learning

PASS IF daily budget ≥ (target cost per lead × 50) ÷ 7, or as close as you can get

08 A system to call every lead within 5 minutes

A lead is hottest the minute they submit. Call after a few hours and they've forgotten you, or a competitor got there first.

- Instant lead alert on WhatsApp/phone (not just email)
- One person owns follow-up, with a short call script
- Auto WhatsApp reply: "Got it, calling you in 5 min"
- No answer? Try 3 times over 2 days, then send a WhatsApp

PASS IF a test lead gets a call or message within 5 minutes

09 UTMs on, so you can track lead → sale

Meta shows leads. Your bank shows sales. UTMs connect the two, so you scale the ads that bring **customers**, not just form fills.

- In the ad's **URL parameters**, paste: `utm_source=meta&utm_medium=paid_social&utm_campaign={{campaign.name}}&utm_content={{ad.name}}`
- Save the UTMs with each lead (hidden form fields → sheet/CRM) and mark which ones became sales

PASS IF you can name the ad that brought your last paying customer

Quick budget maths (for check 07)

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Daily budget ≈ (Target cost per lead × 50) ÷ 7
```

Example: if a lead costs you about ₹200 → (200 × 50) ÷ 7 ≈ **₹1,430/day per ad set**. Below that, run one ad set with your 3 creatives instead of three ad sets.

Your score: __ / 9 ← be honest

9 / 9
Launch. Then leave it alone for 3–4 days while it learns.

7–8 / 9
Fix the gaps first. They're usually tracking (01) or follow-up (08).

6 or less
Don't launch yet. You'd be paying Meta to find out what this list already tells you.

Ticked all 9? Launch.
Stuck on one? Let's fix it.

I set up the whole thing for local businesses: tracking, landing page, ads, WhatsApp follow-up. One person, one monthly bill.

WhatsApp +91 98335 56638
onemanmarketing.in
@onemanmarketing.in

Chat on WhatsApp →