

\$500 META ADS STRATEGY

 **Ad Budget Map: How to Spend \$500 in Meta Ads Manager**




➔ Step 1: Build for the Future — Top-of-Funnel (TOF)

 70% of budget = ~\$350

Target:

- Advantage+ Audience (let Meta find the best people)
- Interest-based audiences relevant to your niche (eg., eco-conscious shoppers, dog lovers, fitness fans)

 Ad Types:


- Giveaway or promotion images
- Brand awareness videos (eg., Meet the Founder story)
- Meme or re-use high-performing organic posts (focus on Post Engagement)

 Objective:

Get NEW people into your ecosystem affordably.


Bring them into your Klaviyo list via a pop-up, discount code, or engaging opt-in.

➔ Step 2: Retarget Warm Audiences

 30% of budget = ~\$150

Target:

- Website visitors
- Instagram/Facebook engagers
- Reel/video viewers
- Your email list (synced to Ads Manager)

 Ad Types:

- Product-focused ads: New arrivals, Best-sellers, Customer favourites
- Fun blog post ads: quizzes, polls, or interactive content to keep engagement high

 Objective:

Bring warm prospects back to your site, get them exploring products, and deepen their brand connection.

(Change out retargeting creatives more often to keep frequency in check. Your TOF can run longer.)



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