

05 — Optimization Playbook

Daily & weekly rules for killing losers and scaling winners • Your Pro Marketing Assistant

This is your daily and weekly operating system. Follow these rules and you will stop wasting money on losers and feed more budget to winners.

Daily Checklist (10–15 minutes)

- Open Ads Manager → Ad Sets view, last 7 days + yesterday
- Check Cost per Lead and number of leads for each ad set
- Look at Frequency (if > 3–4 on cold audiences, creative may be fatiguing)
- Scan for any ad set spending with zero or extremely expensive leads
- Check that Instant Form is still collecting leads properly
- Reply to any Messenger questions from students/clients (you)

When to Kill an Ad Set

Kill (turn off) an ad set if:

- It has spent 2–3× your target CPL and still has no leads or very poor quality leads
- It has 30–50+ leads but CPL is 2×+ higher than your best ad sets and quality is not better
- Frequency is high and CTR has collapsed with no recovery

Do NOT kill just because one day is bad. Look at 3–7 day trends.

When to Scale

Scale an ad set if:

- CPL is at or below your target for 3+ days
- Lead quality is good (people answer, book appointments)
- It has exited learning phase

How to scale safely:

- Increase budget by 20–30% every 2–3 days (not 2× overnight)
- Or duplicate the winning ad set and put higher budget on the new copy
- Keep the original running so you don't reset learning completely

Creative Fatigue — What to Watch

If frequency rises and CTR drops while CPL climbs, the creative is tired. Solution: introduce fresh creatives (new before/after, new hooks, new video) into the winning ad sets or create new ad sets with the new creatives.

Weekly Review (Every Sunday or Monday)

- Export or screenshot top 5 ad sets by volume and by lowest CPL
- Note which creative styles and which audiences are winning
- Decide what to test next week (new hooks, new offers, new locations, new lookalikes)
- Clean up: turn off clear losers, archive old campaigns if needed
- Update your swipe file with any new winning ads

Target Numbers (Realistic for Roofers)

These are guidelines — your market will differ:

- Cold traffic CPL goal: \$18 – \$35 (some markets \$40–50 is still profitable)
- Retargeting CPL: often \$12 – \$25
- CTR (link/outbound): 1.5%+ is decent, 3%+ is strong for this niche
- Frequency: try to keep under 3–3.5 on cold audiences in a 7-day window

Pro Tip: The biggest optimization lever is still creative. When in doubt, make more and better creatives. Second lever is tightening or expanding audiences based on data. Third is budget allocation.

What Not to Do

- Do not change 5 things at once — you will never know what worked
- Do not panic after 1–2 bad days
- Do not keep pouring money into an ad set that has proven itself expensive for 7+ days
- Do not forget lead quality — cheap leads that never answer the phone are worthless

Need Help?

If you are stuck or results look weird, send me a screenshot of your Ads Manager (with names redacted) via Facebook Messenger. I will give you private feedback. No public forum — your data stays between us.