MODULE 9 - META BUSINESS & AD ACCOUNT SETUP

How To Properly Set Up Your Meta Ads System Before Running Ads



INTRODUCTION

Once your:

- Product
- Funnel
- Landing page
- Organic system

are ready,
the next step is:

Scaling with Meta Ads.

Meta Ads are one of the fastest ways to:

- Reach new audiences
- Increase visibility
- Generate leads
- Drive product sales

But before running ads,
you need:

A proper setup.

Many beginners skip setup steps and immediately start ads.

This leads to:

- Ad account restrictions
- Payment issues
- Tracking problems
- Poor optimization
- Weak results

This module will help you:

- Set up your Meta Business system correctly
- Understand the Meta ecosystem
- Create your ad account properly
- Avoid common beginner mistakes
- Prepare your business for scaling

This module is extremely important because:

A strong foundation prevents future problems.

UNDERSTANDING THE META ECOSYSTEM

Before running ads,
you must understand:

How Meta's system works.

Meta's advertising system includes:

- Facebook
- Instagram
- Meta Business Suite
- Ads Manager
- Meta Pixel
- Business assets

All of these work together.

WHAT IS META BUSINESS MANAGER?

Meta Business Manager is:

The control center for your business assets.

It helps manage:

- Ad accounts
- Instagram pages
- Facebook pages
- Pixels
- Team access
- Payment methods

Think of it as:

Your business dashboard.

WHY YOU SHOULD NEVER RUN ADS FROM A PERSONAL ACCOUNT

Many beginners make this mistake.

They directly boost posts from Instagram.

This limits:

- Optimization
- Tracking
- Advanced targeting
- Scaling capability

Professional creators use:

Meta Business Manager.

This provides:

- Better control
- Better analytics
- Better scalability

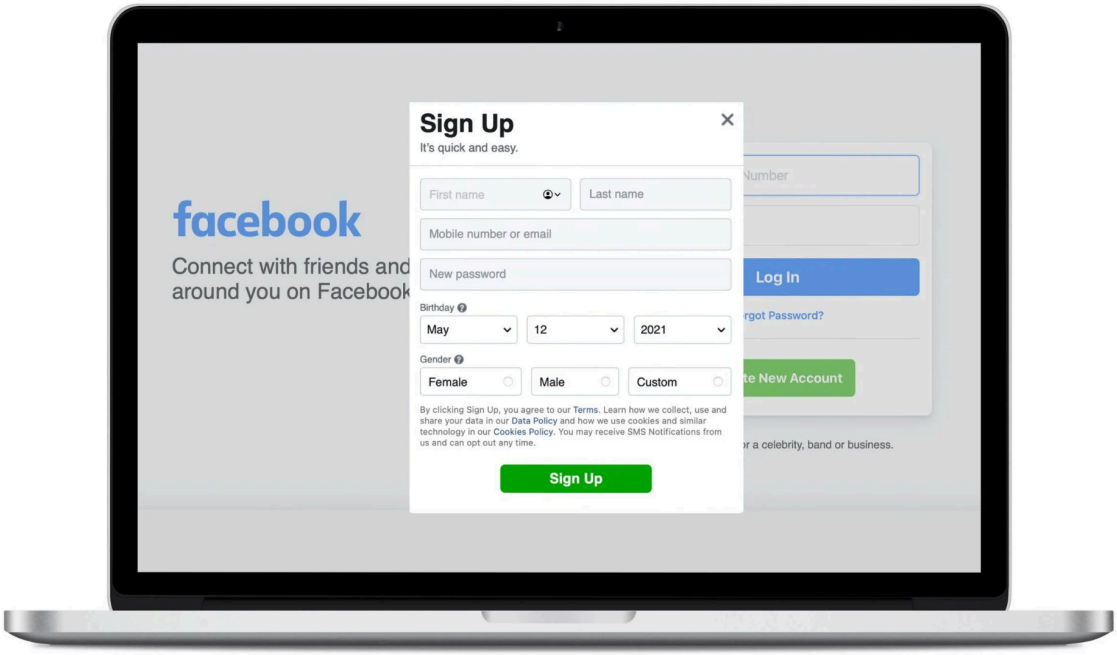
WHAT YOU NEED BEFORE SETTING UP ADS

Before creating your Meta setup,
ensure you have:

1. FACEBOOK ACCOUNT

You need:

A real Facebook account.



Meta uses Facebook accounts for:

- Business verification
- Identity
- Security

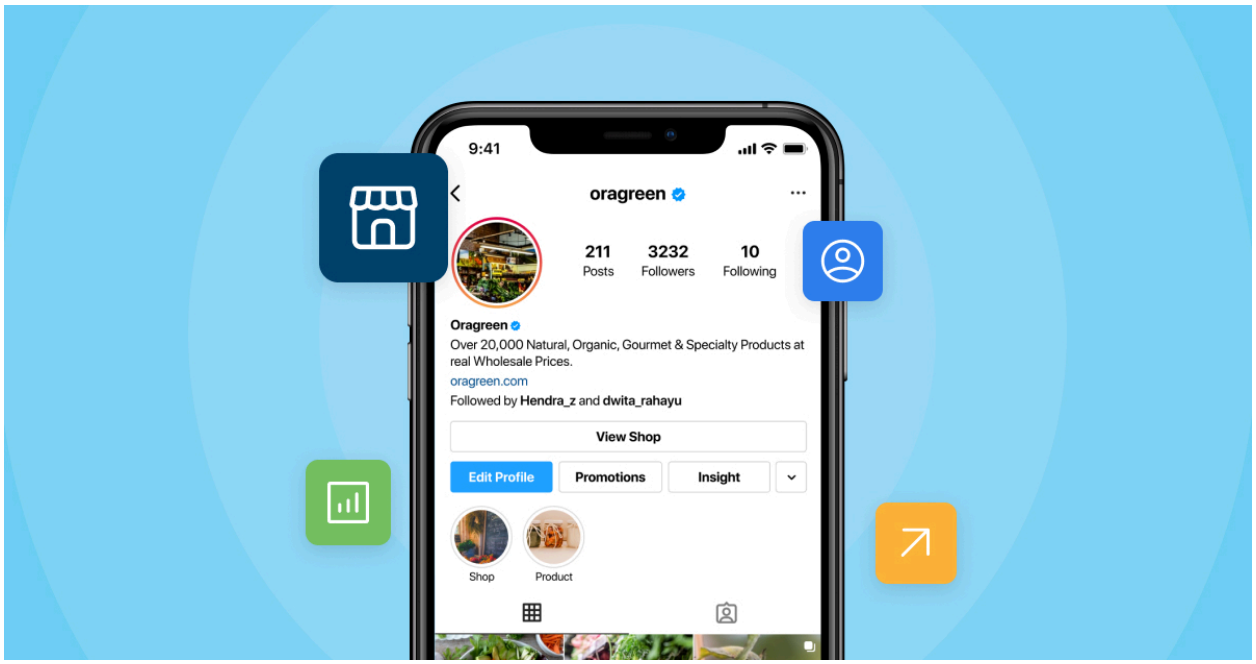
Avoid:

- Fake accounts
- Newly created suspicious accounts

2. INSTAGRAM BUSINESS ACCOUNT

Convert your Instagram into:

Professional account.



This unlocks:

- Insights
- Analytics
- Ad integration
- Professional tools

HOW TO SWITCH TO PROFESSIONAL ACCOUNT

Instagram Settings
↓
Account
↓
Switch To Professional Account

Choose:

- Creator
  OR
- Business

Both work well for creators.

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3. FACEBOOK PAGE

You also need:

A Facebook Page connected to your business.

Even if you mainly use Instagram,
Meta Ads still require Facebook infrastructure.

WHY FACEBOOK PAGES MATTER

Facebook Pages help:

- Run ads properly
- Build trust with Meta

- Connect assets
- Improve business legitimacy

STEP-BY-STEP META BUSINESS SETUP

STEP 1 - CREATE META BUSINESS ACCOUNT

Go to:

business.facebook.com

Create your business account using:

- Real information
- Business email
- Proper name

Keep your setup:

Professional.

STEP 2 - ADD YOUR FACEBOOK PAGE

Connect your Facebook page to the Business Manager.

This links:

- Your business identity
- Advertising system
- Brand assets

STEP 3 - CONNECT INSTAGRAM ACCOUNT

Inside Business Manager:
connect your Instagram account.

This allows:

- Instagram ads
- Cross-platform campaigns
- Better analytics

STEP 4 - CREATE AD ACCOUNT

Inside Business Manager:
create your ad account.

Choose:

- Correct timezone
- Correct currency

Important:
these settings cannot easily be changed later.

STEP 5 - ADD PAYMENT METHOD

Add:

- Debit card
- Credit card
- International payment method

Ensure:

- Payment method works properly
- International transactions are enabled

UNDERSTANDING ADS MANAGER

Ads Manager is:

Where you create and manage ads.

This is where you:

- Create campaigns
- Track performance
- Analyze results
- Optimize ads

Think of Ads Manager as:

Your ad control center.

UNDERSTANDING CAMPAIGN STRUCTURE

Meta Ads follow this structure:

Campaign
↓
Ad Set
↓
Ads

WHAT IS A CAMPAIGN?

The campaign determines:

Your objective.

Examples:

- Traffic
- Leads
- Sales
- Engagement

WHAT IS AN AD SET?

The ad set controls:

- Audience
- Budget
- Placements
- Optimization

WHAT IS THE AD?

The ad is:

What users actually see.

Examples:

- Reel ad
- Image ad
- Carousel ad
- Video ad

UNDERSTANDING META PIXEL

Meta Pixel is extremely important.

A Pixel helps Meta:

Track user behavior.

Examples:

- Website visits
- Add to cart
- Purchases
- Page views

Tracking helps Meta:

Optimize your ads better.

WHY PIXEL MATTERS

Without Pixel:
Meta receives limited data.

With Pixel:
Meta learns:

- Who converts
- Who buys
- What works

This improves:

Ad performance over time.

WHERE TO INSTALL PIXEL

Your Pixel should be connected to:

- Landing page
- Website
- Funnel pages

This helps track:

- User actions
- Conversion events

UNDERSTANDING CONVERSION API (CAPI)

CAPI improves tracking accuracy.

It helps send data directly from:

- Your website
- Server
- Funnel system

to Meta.

This improves:

- Tracking reliability
- Optimization accuracy

especially after privacy updates.

WHY TRACKING IS IMPORTANT

Many beginners run ads blindly.

Without tracking:
you cannot:

- Understand results
- Improve campaigns
- Optimize properly

Tracking is:

Essential for scaling.

SECURITY BEST PRACTICES

Meta takes account security seriously.

Poor security can cause:

- Restrictions
- Suspensions
- Verification issues

IMPORTANT SECURITY STEPS

Enable:

- Two-factor authentication
- Backup email
- Secure password

Avoid:

- Suspicious activity
- Fake engagement
- Policy violations

COMMON REASONS THAT AD ACCOUNTS GET RESTRICTED

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1. USING FAKE INFORMATION

Always use:

- Real name
- Real business details

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2. RUNNING MISLEADING ADS

Avoid:

- Fake promises
- Unrealistic claims
- Clickbait deception

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3. POLICY VIOLATIONS

Read Meta’s advertising policies carefully.

Avoid:

- Copyright violations
- Misleading income claims
- Restricted content

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4. SUSPICIOUS ACCOUNT ACTIVITY

Examples:

- Constantly creating accounts
- Frequent payment failures
- Suspicious login activity

Professional behavior matters.

THE BIGGEST BEGINNER MISTAKE

Many beginners focus too much on:

Running ads quickly.

Instead:
focus on:

Building a strong setup first.

Good infrastructure prevents:

- Future restrictions
- Technical issues
- Tracking problems

WHY META ADS ARE POWERFUL

Meta Ads allow creators to:

- Reach targeted audiences
- Scale offers faster
- Generate leads consistently
- Build predictable systems

When combined with:

- Good content
- Strong funnel
- Valuable offer

Meta Ads become extremely powerful.

THE MOST IMPORTANT LESSON

Ads do NOT fix bad offers.

If:

- Your content is weak
- Your product is unclear
- Your funnel is confusing

ads will struggle.

Ads amplify:

What already works.

This is why:
Organic learning first is important.

REAL EXAMPLE

Use my creator ad setup and funnel system as a reference while implementing this module.

Instagram: @yourusername

Observe:

- Ad structure
- Funnel flow
- CTA strategy
- Landing page integration

- Product positioning
- Scaling approach

ACTION TASKS

Complete these before moving to the next module.

TASK 1

Create:

- Meta Business account
- Facebook Page
- Ad account

using real information.

TASK 2

Connect:

- Instagram account
- Facebook page
- Payment method

inside Business Manager.

TASK 3

Install:

- Meta Pixel
- Tracking system

on your landing page or funnel.

TASK 4

Enable:

- Two-factor authentication
- Security protection

for all accounts.

TASK 5

Explore Ads Manager and understand:

- Campaign level
- Ad set level
- Ad level

before running campaigns.

MODULE SUMMARY

In this module, you learned:

- What Meta Business Manager is
- Why proper setup matters
- How to create your ad account
- How campaign structure works
- Why Meta Pixel is important
- Why tracking matters
- Common ad account mistakes

- Security best practices

KEY TAKEAWAY

> Meta Ads work best when built on strong foundations. Proper setup, tracking, and professional systems are essential before scaling with paid traffic.

WHAT’S NEXT?

In the next module, we will learn how to create high-converting ad creatives that grab attention, increase clicks, and improve sales performance.

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