



FB/Insta Ads Self-Audit

Introduction

This self-audit will help you:

<ul style="list-style-type: none">• Identify the weak spots in your campaigns• Boost your ROI• Attract more aligned, long-term clients – without stress	<ul style="list-style-type: none">• Skill level: Beginner to Intermediate• Time to complete: Under 20 minutes• Best used: Before launching a new campaign or when results drop
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Campaign Set Up & Targeting Checklist

Campaign Set Up	✓ / ✗ / Fix
Correct objective selected (Leads, Conversions, or Messages)?	
Daily budget set high enough to gather real data (\$20–30/day)?	
Targeting within desired cities/locations/radius?	
Used relevant interests for your local business?	
Retargeting setup for visitors who didn't book?	
Excluded irrelevant audiences (e.g., students, etc.)?	

Pro Tip: Use and stack behaviour and interests to attract aligned clients.



Creative & Conversion Flow Audit

Ad Creative + Funnel	✓ / ✗ / Fix
Is the ad visual clear, inviting, and professionally branded?	
Ad copy speaks to one specific client goal (e.g. stress relief, safe yard, etc.)?	
Offer is clear and time-sensitive (e.g., “new client ABCD special”)?	
CTA is strong: “Book Now,” “Claim Spot,” or “Send Message”?	
Landing page or form loads fast and is mobile-friendly?	
Follow-up process is automated (SMS/email/call within 1 hour)?	
Testimonials or review included in Ad or funnel?	

Pro Tip: Be sure your messaging resonates with ideal clients.

Your Score + What to Do Next

How many boxes did you check?	What to do Next?
✅ 10-12	You're ready to scale and build momentum.
⚠️ 6-9	Your campaign has potentials - small tweaks could improve your ROI.
❌ 0-5	Time to fix the foundation before spending more.



➡️ **Want a Detailed FB/Instagram Ads Strategy Review?**

We offer **Comprehensive FB/Instagram Ads Audits** for local businesses that want to increase revenue, book more appointments and build client loyalty - so you can stop guessing and start growing.

👉 Click here to book your free strategy call

<https://pgleadsagency.salesmate.io/meetings/#/pgleadsagency/scheduler/initial-consultation>