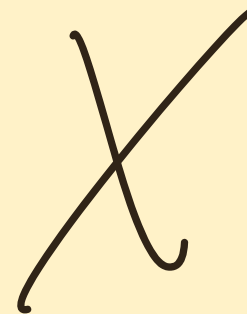


THE **PLAYBOOK** MEMBERSHIP

**PLAYBOOK
MEMBERSHIP**



GABRIELLA LUCANO

Luxury Ad Expert

Guest Expert Lesson

@BYGABRIELLALUCANO

WHO I AM

Gabriella Lucano, but you can call me
Bella

French advertiser from Paris with 8+
years of experience
Based in Lisbon, I help clients scale their
business using digital marketing
strategies.

Worked with service-based businesses
such as marketing agencies, coaches and
local pilates studio.



Running Meta Ads as a Service-based business

RUNNING ADS IS LIKE BUILDING A HOUSE

FOUNDATIONS**1.**

- WHY ADVERTISING SERVICES IS DIFFERENT
- WHEN A BUSINESS SHOULD START ADVERTISING THEIR SERVICES
- WHAT TO ADVERTISE

STRUCTURE**2.**

- THE OFFER PEOPLE WILL RESPOND TO
- THE SHORTEST ROUTE FROM AD IMPRESSION TO CUSTOMER ACTION
- CHOOSING THE RIGHT CAMPAIGN STRUCTURE

MAINTENANCE**3.**

- METRICS THAT MATTER
- COMMON BEGINNER MISTAKES
- LAUNCH CHECKLIST



By the end of this lesson you should be able to answer:

**IS MY BUSINESS
READY?**

**WHAT SHOULD IT
ADVERTISE?**

**WHAT CAMPAIGN
FITS MY
CUSTOMER'S
JOURNEY?**

**HOW WILL I
MEASURE
SUCCESS?**

Laying the Foundations

Before building anything, you need stable ground

WHY ADVERTISING SERVICES IS DIFFERENT



PRODUCT

- The product is visible
Customers can see its design, features and quality.
- The product is the focus
The ad shows what the customer will receive.
- The purchase can be immediate
The customer may click and buy directly.
- The product helps create trust
Images, specifications, reviews.

VS.



SERVICE

- The value is intangible
Customers need to imagine the experience and outcome.
- The customer's problem is the focus
The ad shows what the service can help them solve or achieve.
- The conversion often starts a conversation
The next step is enquiry, consultation or booking.
- The provider must create trust
Expertise, proof, testimonials
+ the customer experience influence the decision.

WHEN A SERVICE BUSINESS IS READY FOR META ADS IT HAS:

PROOF *the service has worked for at least five real clients*

CLARITY *audience, problem, outcome, and offer are easy to explain*

VISIBILITY *customers can verify and trust the business online*

CAPACITY *the business can answer and serve additional enquiries*

ECONOMICS *the value of a client can support acquisition costs*

FOLLOW-UP *every lead has a clear owner and response process*

WHAT YOU ARE NOT ADVERTISING

- An endless list of services
- Your expertise alone
- Your business and everything it does
 - *that's your website job*

WHAT ADS CANNOT SOLVE

- *Unclear service or offer customers do not value*
- *Weak credibility*
- *Confusing enquiry process*
- *Slow follow-up*

WHAT YOU ARE ACTUALLY ADVERTISING

- *A specific customer outcome and a solution to a recognisable problem*
- *An introductory service or trial*
- *A consultation, assessment, quote, or booking*
- *Useful information that begins the relationship*

WHAT ADS CAN SOLVE

- *Ads can increase the reach of a clear offer*
- *Create more opportunities*
- *Help the business learn which messages generate demand.*

Building the Structure

The objective, audience and budget determine how the entire construction holds together.

CAMPAIGN STRUCTURE

OBJECTIVE



BUDGET



AUDIENCE



CREATIVE

Match Meta optimisation to the real action you want the viewer to take: **Leads** for forms, **bookings**, **messages** or **Sales** for a trackable online purchase.

Use a controlled amount the business can afford to treat as learning. Base the budget on the **expected cost per lead** or booking and the number of results needed to evaluate quality.

Avoid universal daily-budget rules.

Begin with the relevant geography and customer profile. Use warm audiences or retargeting when enough data exists. **Avoid narrowing the audience** with assumptions that are not supported by evidence.

Show the **customer situation**, the **relevant outcome**, proof that supports the promise, and **one clear next step**. Test a small number of genuinely different angles.

CUSTOMER ACTION & DESTINATION

LEAD MAGNET	Longer decisions where customers are not ready to enquire. The content needs a clear follow-up journey.
LANDING PAGE	Services that require context or proof. The page must continue the promise made in the ad.
BOOKING PAGE	Registrations, consultations, appointments, or trials. Show availability clearly and keep the booking process short.
ONLINE CHECKOUT	Standardised services customers can buy confidently. Pricing, inclusions, and conditions must be clear.
META INSTANT FORM	Simple enquiries and quote requests. Low friction, but qualification questions and fast follow-up matter.
WHATSAPP OR MESSENGER	Services where customers naturally ask questions. The business must be able to respond quickly.

THE OFFER PEOPLE WILL RESPOND TO

WELLNESS CLUB

A useful ad connects one audience problem or desire to one relevant offer and one next step.



THE OFFER PEOPLE WILL RESPOND TO

BUSINESS CONSULTANT

A useful ad connects one audience problem or desire to one relevant offer and one next step.



THE OFFER PEOPLE WILL RESPOND TO

BEAUTY CLINIC

A useful ad connects one audience problem or desire to one relevant offer and one next step.



THE OFFER PEOPLE WILL RESPOND TO

INTERIOR DESIGNER

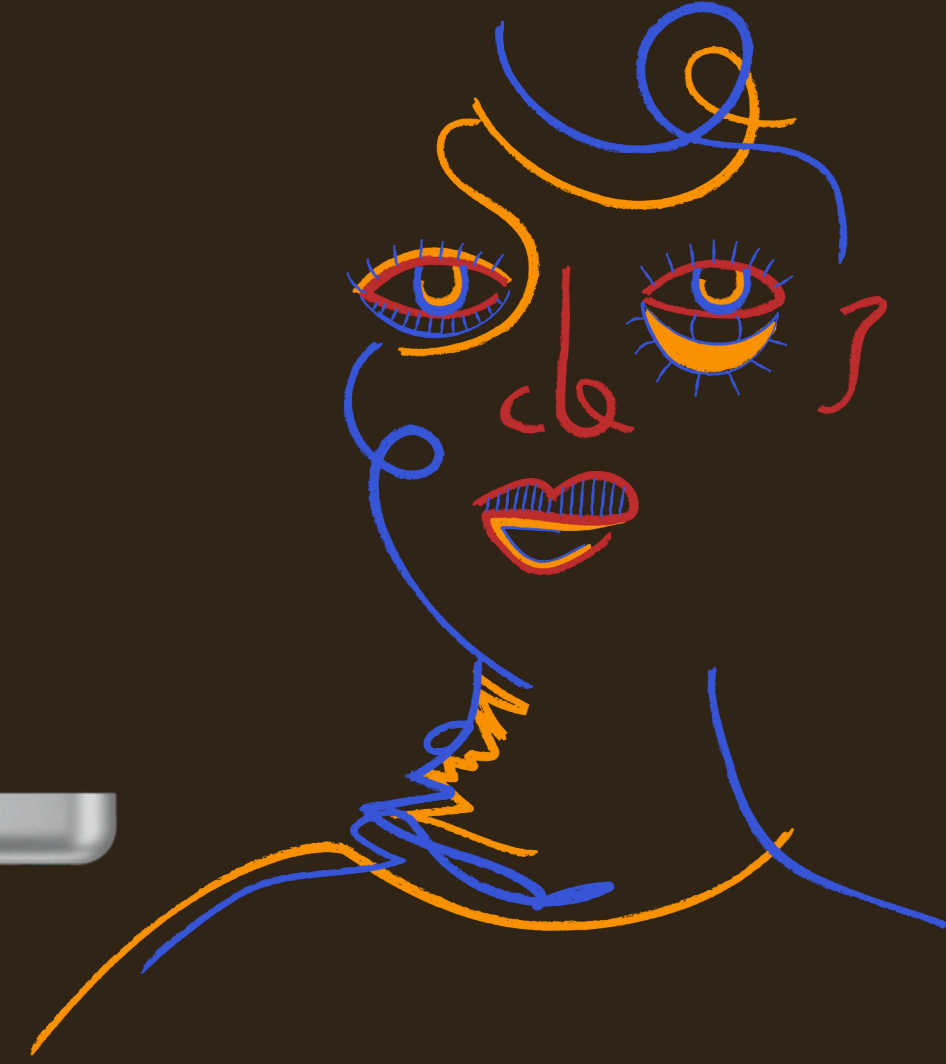
A useful ad connects one audience problem or desire to one relevant offer and one next step.



THE OFFER PEOPLE WILL RESPOND TO

ONLINE COACH

A useful ad connects one audience problem or desire to one relevant offer and one next step.



THE OFFER PEOPLE WILL RESPOND TO

BRAND DESIGN STUDIO

A useful ad connects one audience problem or desire to one relevant offer and one next step.



THE OFFER PEOPLE WILL RESPOND TO

SOCIAL MEDIA MANAGER

A useful ad connects one audience problem or desire to one relevant offer and one next step.



Maintaining and Improving

Once the campaign is running, you inspect what is working, identify weak points and make improvements before adding more budget.

METRICS THAT MATTER

Does the ad earn attention?

CTR

The relevance of the message and creative.

Can we acquire enquiries efficiently?

Cost Per Lead

The efficiency of the ad and conversion journey.

Does growth make financial sense?

Cost per acquired customer

The full commercial result compared with client value.

Are the enquiries useful?

Qualified Lead Rate

Whether the offer and audience attract suitable prospects.

Do leads become clients?

Lead-to-client conversion rate

The follow-up and service fit.

COMMON MISTAKES TO AVOID

1. Investing heavily before validating the offer and customer journey
2. Promoting several services and messages at the same time
3. Overcomplicating targeting before enough evidence exists
4. Choosing an objective because its platform metric appears cheaper
5. Changing too many campaign elements at once
6. Judging the campaign before it has enough time or results to evaluate
7. Ignoring response time, qualification, and lead follow-up
8. Giving up after one weak test without diagnosing where the journey failed

LAUNCH CHECKLIST

- Has the service worked for real clients?
- Can I explain the audience, problem, offer, and next step clearly?
- Can a prospect verify and trust the business online?
- Is the route from ad to action short and appropriate?
- Does the campaign objective match the desired customer action?
- Is the audience based on the service area and real customer evidence?
- Does the creative communicate the problem, outcome, proof, and next step?
- Can I afford the test budget as a learning investment?
- Can I measure qualified leads and paying customers?
- Can the business respond quickly and serve more clients?



Your campaign begins before Ads Manager. It begins with a proven service that customers are willing to buy.

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A Paige Turned by Bella

Because the best lessons are worth sharing.

Guest Expert Lesson

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