

Facebook and Instagram Ads Management



One system. Two platform behaviors.

01

Facebook builds reach and repetition

Feed, video, Marketplace and retargeting placements can keep an offer visible through a longer decision cycle.

02

Instagram sharpens creative discovery

Reels, Stories and visual proof help an offer earn attention before the buyer is ready to click.

03

The account shares one commercial truth

Audience, creative, destination, tracking and sales outcomes have to reconcile across both platforms.

Ads work when the whole commercial chain agrees.

1

Offer strong enough to interrupt the feed

2

Destination that carries the promise without friction

3

Follow-up that turns qualified actions into revenue

The right audience still needs the right reason to act.

Match the message to buying stage.

Cold prospects need relevance and proof. Warm audiences need continuity. High-intent visitors need a clear next step.

Prospecting

New audiences, broader creative learning and offer discovery.

Retargeting

Site visitors, engaged users and high-intent follow-up.

Creative is a testing system, not one perfect ad.



01 Angles

Pain, aspiration, proof, urgency and offer clarity.

02 Formats

Static, carousel, short video, testimonial and offer-led creative.

03 Learning

Keep the message that earns qualified action; replace what only earns cheap clicks.

Clean measurement makes optimization possible.

01 Event truth

Pixel, conversions, UTMs, forms and calls describe the same journey.

02 Qualified action

A lead, booking, purchase or demo is defined before the campaign launches.

03 Revenue feedback

CRM stages, close rate and customer value complete the loop.



Campaign structure should isolate decisions.

Prospect

Controlled audience and creative tests find the first qualified signal.



Validate

Budget moves toward combinations that hold quality, not just click volume.



Retarget

Warm visitors see proof, continuity and the next best action.

Weekly management turns data into decisions.

01 Spend and delivery

Budget, reach, frequency, clicks and where the media is actually going.

02 Qualified action

Leads, purchases, demos or bookings — with quality behind the count.

03 Acquisition cost

CPL, CPA or CAC against the business's allowable threshold.

04 Revenue and learning

ROAS, close rate, retention and the next decision the evidence supports.

ROAS and ROI answer different questions.

Revenue ÷ ad spend

ROAS shows modeled revenue returned for each media dollar.

$(\text{Revenue} - \text{spend}) \div \text{spend}$

Gross media ROI shows return after media cost, before other business costs.

Total acquisition cost ÷ customers

True CAC includes media, management and the cost required to acquire customers.

A healthy account still has to cover management, creative, labor, cost of goods, refunds, fulfillment and overhead.

Use return multiples as planning cases, never promises.

5×

Conservative planning case

Total acquisition cost × 5. Test it against margin and actual closing evidence.

11×

Stronger operating case

A higher multiple has to be earned through lead quality and follow-through.

15×

High-ticket upside case

Possible in some models; never a forecast, guarantee or universal benchmark.

Illustrative planning logic from the prior ROI framework. These multiples are not Nfinity client results.

The buyer's economics decide whether the return is healthy.

01 Margin

Revenue can look strong while contribution margin stays weak.

02 Close rate

One more or one fewer sale can move a high-ticket month dramatically.

03 Retention

Recurring offers need real customer value and payback, not assumed lifetime value.

04 Fulfillment

Scale only when delivery capacity can absorb the demand profitably.

Managed advertising starts at \$1,000 per account each month.

Monthly retainer

From \$1,000

Per account, per month for ongoing strategy, campaign management, optimization and commercial reporting.

What counts as one account

One brand

One brand with one website and one product or service. Facebook, Instagram, or both can run inside the same account.

Specialist support

\$38.99/hour

For focused audits, setup, troubleshooting, optimization and clearly defined implementation work.

The hourly option fits defined work, not unlimited ownership.

Hourly specialist support

\$38.99/hour

Best for a contained audit, pixel or event troubleshooting, campaign cleanup, reporting review or a specific optimization sprint.

Managed account

**From
\$1,000/month**

One brand, one website and one product or service, managed across Facebook, Instagram, or both.

The first 90 days earn the right to scale.

Days 1–30

Establish truth

Audit access and economics. Repair tracking. Confirm the offer, destination and response path.

Days 31–60

Find signal

Read creative, audience and conversion evidence. Cut waste. Build a repeatable winner.

Days 61–90

Earn scale

Increase budget where economics hold and connect campaign results back to revenue.

Bring the account. We'll bring the math.

Start with the offer, economics, tracking and landing path. Leave with a clear operating recommendation — whether the answer is repair, launch or scale.

**Book a Facebook and Instagram ads account review with Nfinity
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