



How to Scale Your Meta Ads Impact Without Scaling Your Spend



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THIS TALK IS FOR YOU IF:

You manage “small” Meta budgets
of £1K–£10K/month

You feel the pressure to do more with less

You want a framework, not just tips



**CAN YOU
COMPETE
WITHOUT A
BIG BUDGET?**



MATHS TIME

£10K / MONTH

= £330 / DAY

**= 5-7 AD SETS AT
£40-60 PER DAY EACH**

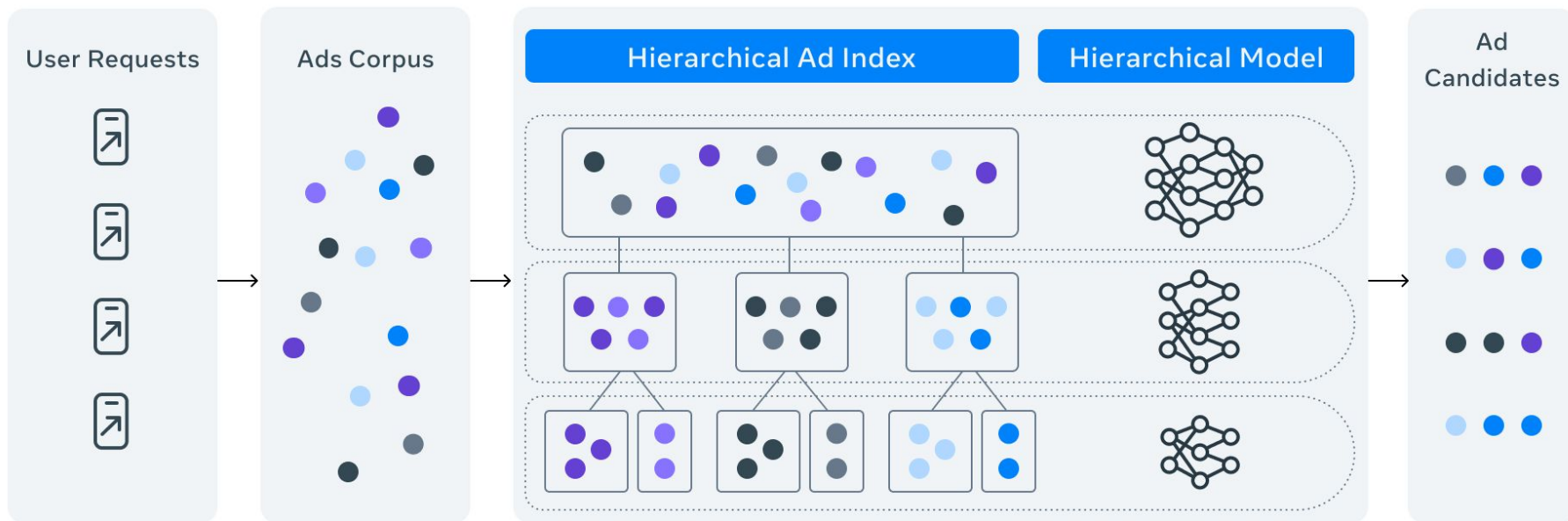
£1K / MONTH

= £33 / DAY

**= 1-2 AD SETS AT £16
PER DAY EACH**

LET'S TALK ANDROMEDA

Meta's new AI ad delivery engine



WHAT THIS MEANS FOR ADVERTISERS

- 1 More creative = more data
- 2 Need to always be testing
- 3 Be ready to replace creatives



**"SO I JUST
THROW
100 ADS IN
AND SEE
WHAT
STICKS?"**



BIG BUDGETS vs YOUR BUDGET

£50K+ ACCOUNTS CAN:

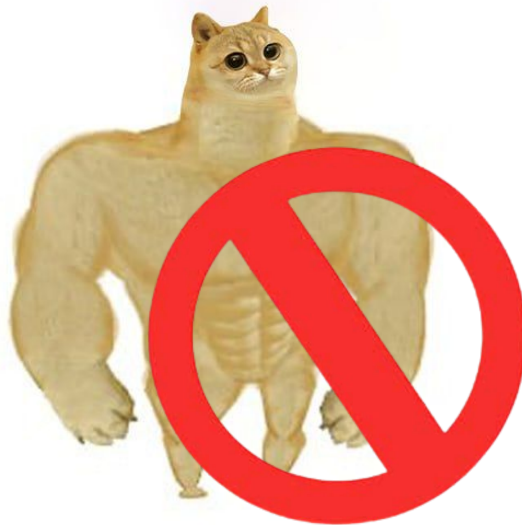
Waste 30% of budget on learning

Test 20+ ad sets simultaneously

Brute-force way to winners

Absorb failed experiments

Scale fast and deal with volatility



BIG BUDGETS vs YOUR BUDGET

YOUR BUDGET NEEDS:

Every test to be intentional

Max 5-7 focused ad sets

Structure that isolates what works

A plan before you spend a penny

Gentle scaling that protects results



THE “SMOL” FRAMEWORK



AHAHAHAH HOW ARE YOU THAT SMALL



STRUCTURE

MESSAGE

OPTIMISE

LEARN



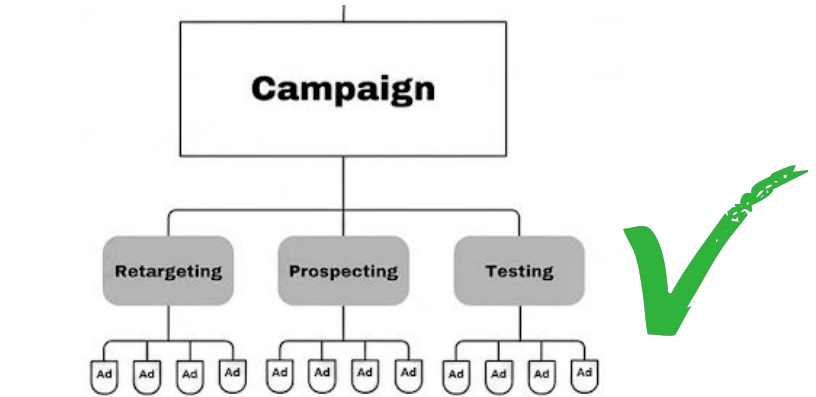
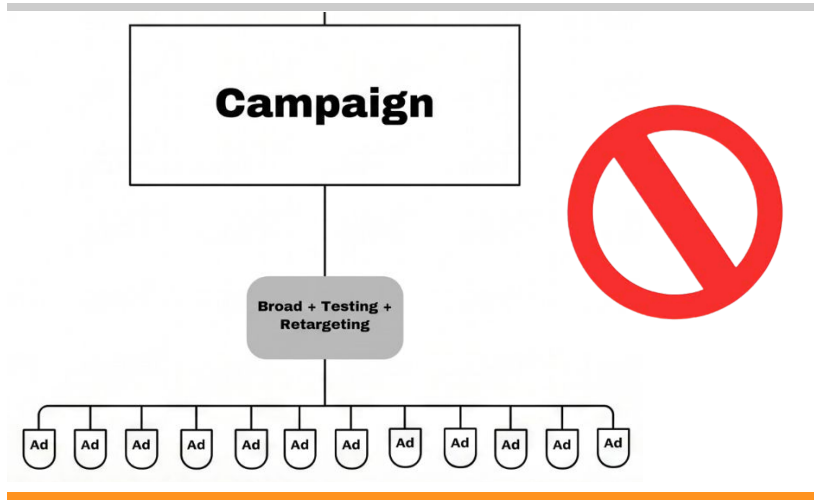
AHAHAHAH HOW ARE YOU THAT SMALL



“abo or cbo?”



CREATE A CAMPAIGN STRUCTURE FOR SMALL BUDGETS



SEGMENT BY PERSONA

You target by creative now - not ad set

PERSONA A



PERSONA B



THINK LIKE A CREATIVE STRATEGIST, NOT A MEDIA BUYER



MEDIA BUYER ASKS:

"How do I optimise bids?"

"Which audience should I target?"

"How do I reduce CPM?"



CREATIVE STRATEGIST ASKS:

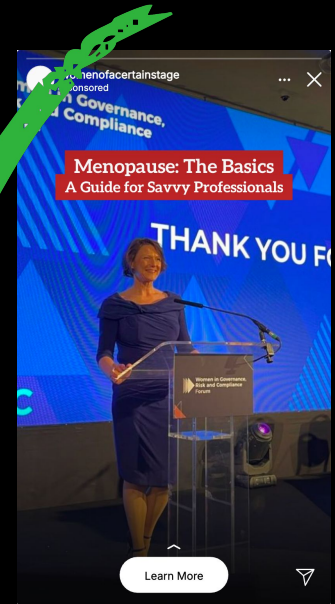
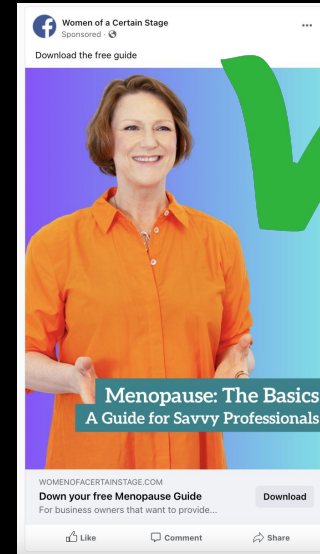
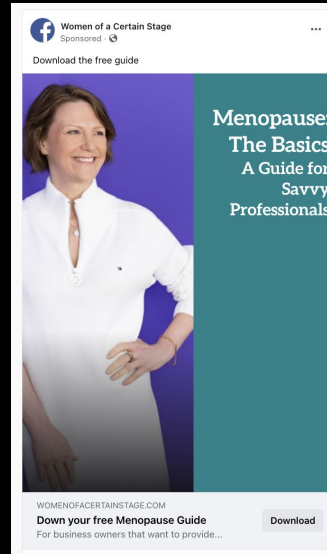
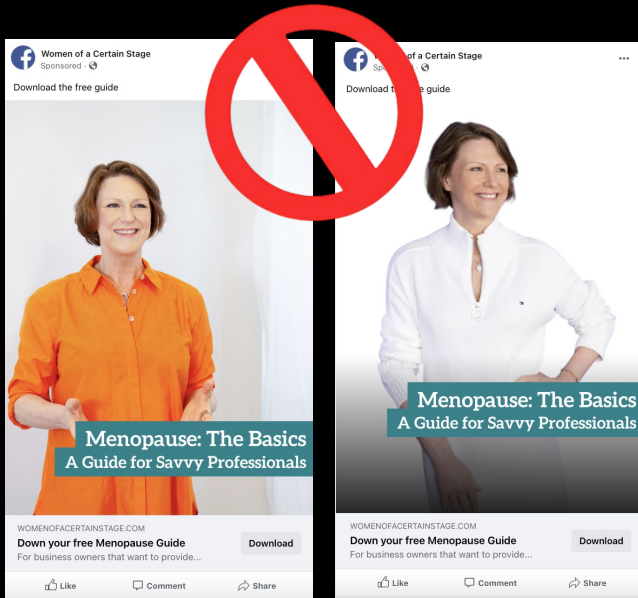
"What story stops the scroll?"

"What does my audience need?"

"What are we testing and why?"



APPLY DIVERSE CREATIVES PER AD SET



SEPARATE OUT VIDEO & STATICS



CREATE A TESTING PLAN

What are you testing?

Why are you testing it?

How long do you test for?

When is it a winner?



[MAR26] Hook Tracker

.XLSX



File Edit View Insert Format Data Tools Gemini Help



Share



100%



123

Arial



11



A1

fx Ad #

Summarise this data

	A	B	C	D	E	F	
1	Ad #	Messaging Angle	Micropersona	Persona Description	Hook Text	Hook Type	V
2	LIVE ADS — Currently Running (March 2026)						
3	01	Sleep & Exhaustion	The Chronic Insomniac	Mum, glasses — hardly sleeps	if you're going to use this sleep spray - make sure you set an alarm	Pattern interrupt / Curiosity	Warning f solid. Spr
4	02	Sleep & Exhaustion	The Overthinker	Blonde, striped top — brain won't switch off	if you're the kind of person who can't switch off your brain at night - don't buy this	Contrarian / Reverse psychology	Exhausted Guided m
5	03	Sleep & Exhaustion	The Overthinker	Same as 02 — empathy lead	i was exhausted every single night	Empathy / Story	Same scr NUYU spi
6	04	Sleep & Exhaustion	The Tired Mum	Brunette mum, brown jumper	my partner is now so jealous of how well I sleep	Social proof / Jealousy	Sleep bro jasmine. C bottle.
7	05	Sleep & Exhaustion	The Chronic Insomniac	Mum, glasses — hardly sleeps	I've tried everything sleep gummies magnesium tablets herbal teas	Failed solutions /	Magnesi OP



Hook Tracker

Dashboard



DON'T FORGET TO SCALE

60%

PROVEN WINNERS

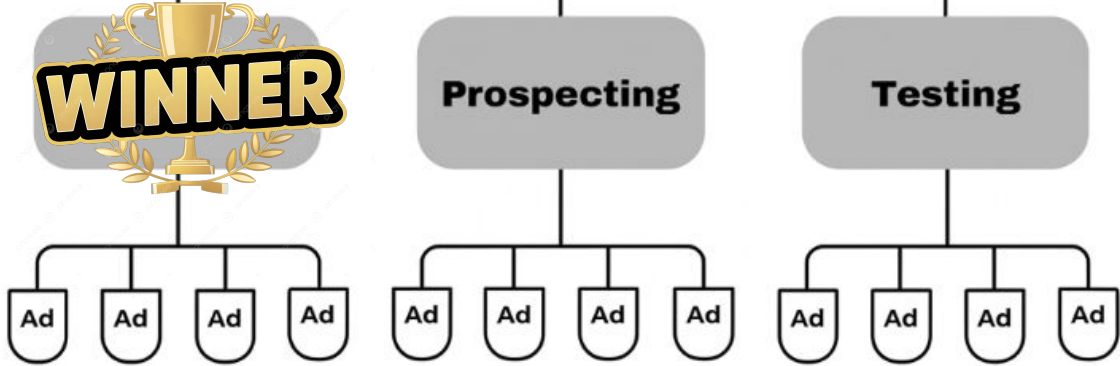
Your best-performing creatives
and audiences. Protect this.

40%

TESTING

New creative, new
angles.

Campaign



FIND WINNERS - SCALE GENTLY

01

TEST

6 creatives per
ad set

02

ISOLATE

Identify top
performers

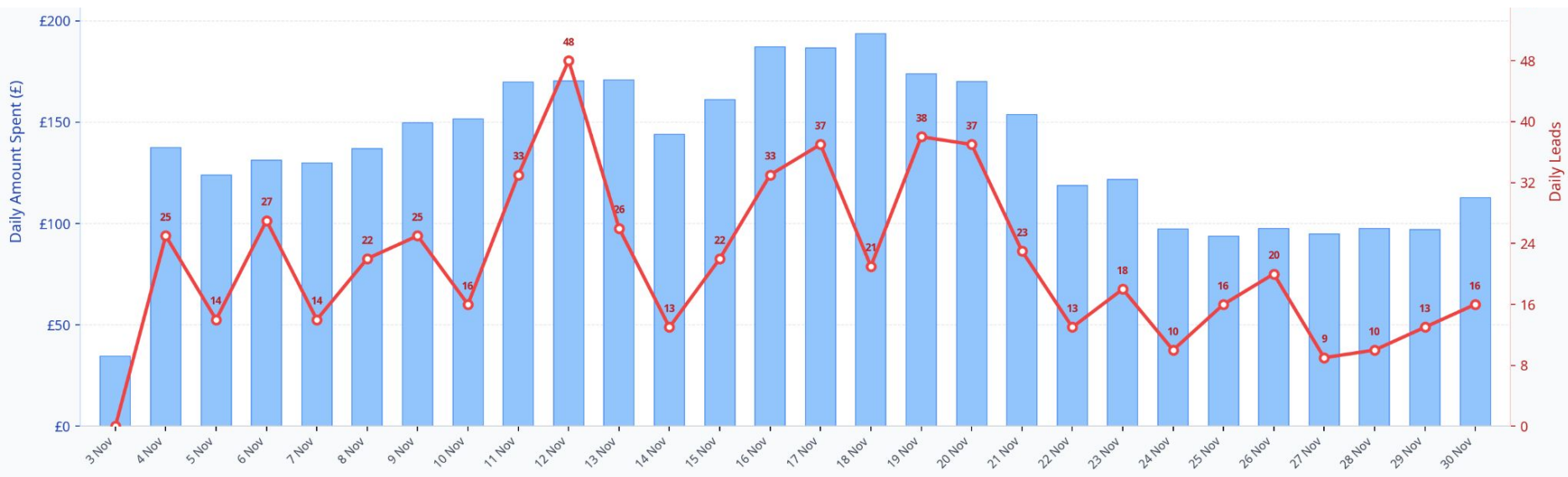
03

SCALE

Move to winner
group

CHARITY CAMPAIGN

1,000+ Sign-ups / £7k Media Spend



Leads vs new ads added

CREATIVE PLANNING

“Big Titles”



“Bottom Titles”



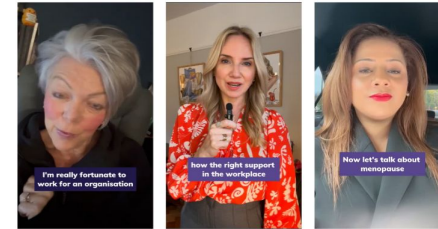
“Top Titles”



“SideTitles”



Influencers / Employees



User Generated Content



THE STRUCTURE IN ACTION

EMPLOYEES · UK · Female · 40-64

Best Performers
● ACTIVE · 17:04day

- Video - Care
- Video - Paga
- Video - Lenny
- Video - Peter
- 01 State - Side ...
- 02 State - Bottom...
- 03 State - Top ...

Video
○ PAUSED · 12:14day

- Video - Lenny
- Video - Care
- Video - Paga
- Video - Rose
- Video - Miriam
- Video - Andy

Video 2
○ PAUSED · 12:14day

- Video - Peter
- Video - Lenny
- Video - Rose
- Video - Miriam

Set 01
(Bottom Status)
○ PAUSED · 0:14day

- Video - 007 - Jack...
- 01 State - Bottom...
- 01 State - Bottom...
- 01 State - Bottom...
- 01 State - Bottom...

Set 02
(Big Title)
○ PAUSED · 1:10day

- 01 State - Big T...
- 02 State - Big T...
- 03 State - Big T...
- 04 State - Big T...
- 05 State - Big T...
- 06 State - Big T...

Set 03
(Big Status)
○ PAUSED · 1:24day

- 01 State - Side...
- 02 State - Side...
- 03 State - Side...
- 04 State - Side...
- 05 State - Side ...
- 06 State - Side ...

Set 04
(Top Status)
○ PAUSED · 0:17day

- 01 State - Top...
- 02 State - Top...
- 03 State - Top...
- 04 State - Top...
- 05 State - Top ...
- 06 State - Top ...

EMPLOYEES · UK · Female · 35-64

Best Performers
● ACTIVE · 17:04day

- 01 State - Side ...
- Video - Miriam
- Video - Rose
- Video - Peter
- 02 State - Side ...
- 01 State - Bottom...
- 03 State - Bottom...
- 04 State - Top...
- 05 State - Bottom...

Video
○ PAUSED · 0:17day

- 01 - Rose Video
- 02 - Miriam Video
- 03 - Andy Video
- 04 - Peter Video

Set 02
(Big Title)
○ PAUSED · 1:10day

- 01 State - Big T...
- 02 State - Big T...
- 03 State - Big T...
- 04 State - Big T...
- 05 State - Big T...
- 06 State - Big T...

Set 03
(Big Status)
○ PAUSED · 1:24day

- 01 State - Side ...
- 02 State - Side ...
- 03 State - Side ...
- 04 State - Side ...
- 05 State - Side ...
- 06 State - Side ...

Set 04
(Top Status)
○ PAUSED · 0:17day

- 01 State - Top ...
- 02 State - Top ...
- 03 State - Top ...
- 04 State - Top ...
- 05 State - Top ...
- 06 State - Top ...

DTC BEAUTY

Months 1-3

£1,660 spent
0.50–0.77x ROAS

Months 4-6

£1,485 spent
Highs of 1.48x and
1.45x ROAS



Purchases vs new ads

WHAT WINS FOR SMALL

1 campaign on ABO to allow for variations in testing to control budget

3–5 ad sets max, each with a clear job

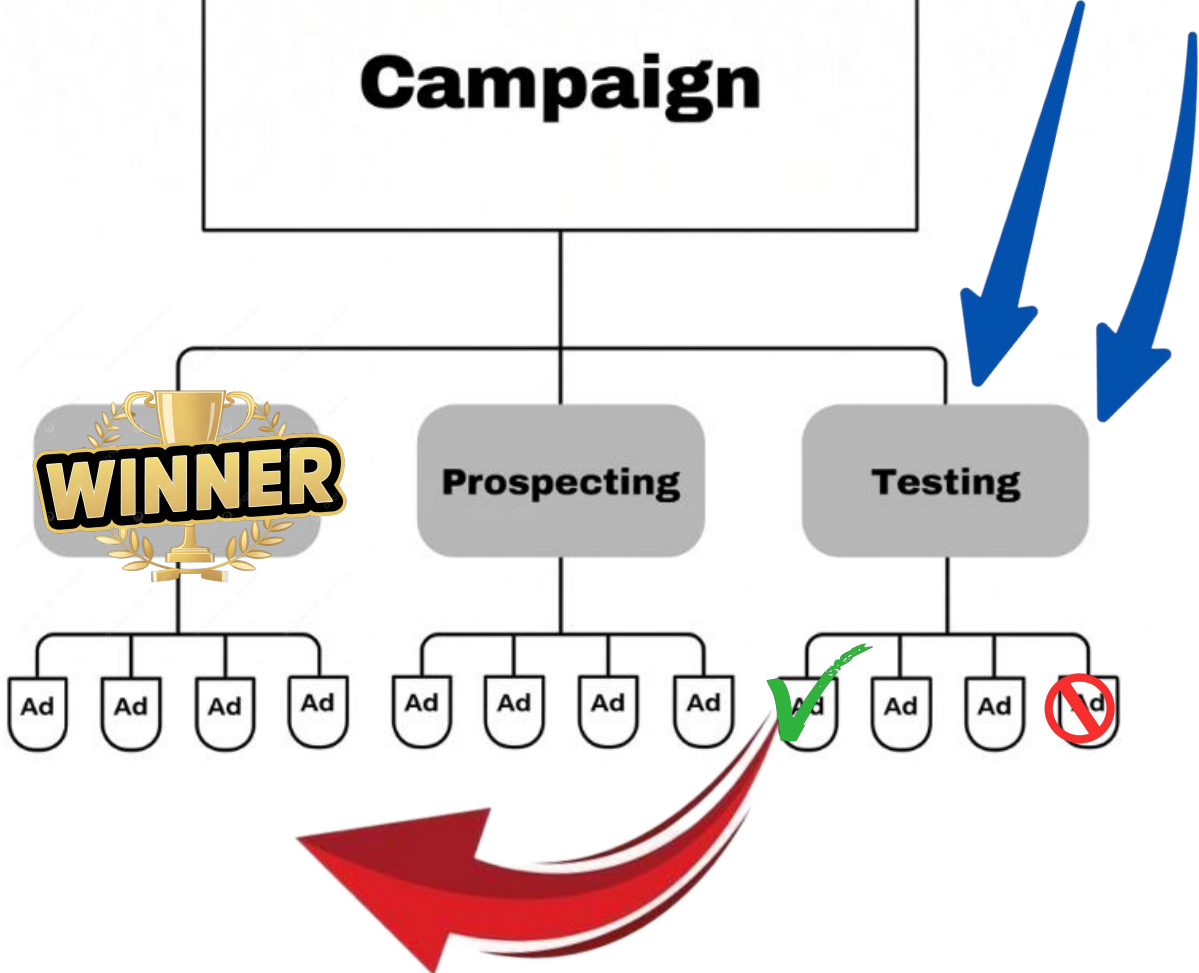
Separate video and static into different ad sets

3–6 clearly different creatives per ad set enough to test

60% budget on proven winners, 40% on testing



Campaign



WHAT DOESN'T WORK

- ✗ Loading 20+ ads
- ✗ Mixing video and static in the same ad set
- ✗ Doubling your budget overnight
- ✗ Killing ads before they've had 3–5 days to learn
- ✗ Not moving money from losers to winners



**YOU DON'T NEED
A BIGGER BUDGET.**

**YOU NEED
A BETTER PLAN.**



THANK YOU

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