

BEN'S BROTHERS SERVICES



ROAS OR RIP

**A CHAOTIC GUIDE TO META ADS
MASTERY**



INTRODUCTION – WELCOME TO THE ROAS THUNDERDOME

Congratulations! You've decided to brave the battlefield that is Meta Ads. Maybe you're here because your ROAS is tanking faster than a meme stock, or maybe you just want to stop burning cash and actually scale profitably. Either way, welcome to the only guide you need to get your Return on Ad Spend (ROAS) looking sexy in six months—or at least not making your accountant cry.

This is not your typical corporate snooze-fest ebook. We're diving deep into what actually works, cutting through the noise of outdated strategies, and throwing in some unhinged but painfully accurate marketing wisdom. Expect bold takes, a bit of tough love, and enough pop culture references to keep things spicy.



WHY MOST BRANDS SUCK AT META ADS (AND HOW YOU WON'T)

Before we even talk strategy, let's be real about why so many businesses fail at Meta Ads:

1. **Their Offer Sucks** – No ad can fix a bad product or a weak offer.
2. **They Target Like It's 2016** – Interest-based targeting isn't the holy grail anymore.
3. **Creative? What's That?** – People scroll past boring ads faster than you can say "skip."
4. **They Ignore Data** – If you're making decisions based on vibes instead of analytics, you're already doomed.

WHAT YOU CAN ACTUALLY EXPECT IN 6 MONTHS

Let's set some realistic expectations. This is not a magic formula where you'll 10x your revenue overnight. But if you follow this framework, here's what's possible:

- **Months 1-2:** Fix your offer, build high-converting creatives, and test prospecting audiences (Interest, Lookalike, Broad) with Add To Cart and Purchase objectives.
- **Months 3-4:** Scale what works, kill what doesn't, and set up high-converting remarketing audiences (Retargeting) with a pure Purchase objective.
- **Months 5-6:** Automate, optimize, and enjoy the sweet, sweet taste of profitable scaling.

Now that we've set the stage, let's get into the real stuff —because you didn't come here to play 🎮

PHASE 1: LAYING THE GROUNDWORK (MONTH 1–2)

STEP 1: FIX YOUR OFFER OR GET OFF THE INTERNET

Let's rip the Band-Aid off—no amount of ad wizardry will save a bad offer. If people don't want what you're selling, all you're doing is donating money to Meta's bottom line.

- **The Hook-Value-Price Trifecta:** Your offer needs to be irresistible. Think:
 - A compelling **hook** (Why should people care?)
 - Real **value** (What's in it for them?)
 - The right **price** (Competitive but profitable)
- **Discounts Aren't a Business Model:** Stop slashing prices like it's Black Friday every day. Instead, test bundles, free gifts, or exclusive perks to drive conversions.
- **Make It Brain-Dead Simple:** Confusing checkout flows, surprise fees, and unclear benefits = instant drop-off. Optimize your landing pages like your revenue depends on it (because it does).



STEP 2: TARGETING LIKE A META AD GOD

Meta's AI is smarter than you. There, I said it. The days of obsessing over super-niche interests are gone. Instead, let's leverage **three powerhouse audiences**:

- **Broad Audiences (aka Let the Algorithm Cook)** – No restrictions. Just feed Meta a good ad and let the machine work its magic.
- **Lookalike Audiences (LLAs, But Make Them Smart)** – Clone your best customers based on high-quality data (purchases > add to carts > page views).
- **Interest Audiences (But Don't Overdo It)** – Layer in interests strategically (not 50 at once) to refine targeting for new brands.

💡 Pro Tip: If you're getting traction, move to broad as fast as possible. Meta's AI optimizes better when it has breathing room.

STEP 3: CREATIVE THAT DOESN'T SUCK

If your creative isn't stopping thumbs, nothing else matters. Here's what actually works:

- **UGC or Die** – Polished, ad-agency-level creatives feel fake. Raw, organic, and authentic User-Generated Content (UGC) performs way better.
- **Meme-ification** – Humor sells. The internet loves memes, so why not use them in ads? (Ever heard of Duolingo's chaotic marketing? Exactly.)
- **Make It Obvious** – Your ad should answer "What is this?" and "Why should I care?" in the first 3 seconds. No deep thinking required.

CHECKLIST FOR WINNING CREATIVES:

- ✓ **STRONG HOOK IN 3 SECONDS**
- ✓ **CLEAR PRODUCT BENEFIT**
- ✓ **MOBILE-FRIENDLY FORMAT**
(AKA VERTICAL VIDEO SUPREMACY)
- ✓ **ENGAGING CAPTIONS**
(YES, PEOPLE READ THEM)
- ✓ **CTA THAT DOESN'T SUCK**
(NO MORE "LEARN MORE")

Ignore This At
Your Own Peril
okay?



PHASE 2 – SCALING & OPTIMIZATION:

TIME TO PRINT MONEY

Alright, you've laid the groundwork, tested your creatives, and avoided the cardinal sin of running trash offers. Now it's time to scale—without wrecking your ROAS in the process. This is where most brands either hit jackpot or nosedive into a pit of unprofitable despair. Let's make sure you're in the first group.

STEP 4: KILLING THE WEAK, FEEDING THE STRONG

We're not here to babysit bad ads. The golden rule of scaling? Double down on what works, and ruthlessly kill what doesn't.

🔥 Here's how to filter the winners and losers:

Good Ads = Keep Scaling



- ROAS above break-even
- CTR above 1%
- CPC staying healthy (not doubling overnight)
- Consistent purchases (not one fluke sale)

Bad Ads = Kill Immediately



- ROAS below break-even for 5+ days
- CPC skyrocketing without a good reason
- No engagement
- People commenting "SCAM" (yeah, it happens)

🔄 **How Often to Optimize?** Check performance every 48-72 hours—don't panic over daily fluctuations. Meta needs time to cook.

STEP 5: SMART SCALING WITHOUT BLOWING EVERYTHING UP

Scaling isn't just "increase budget and pray." You need a strategy, or else Meta will take your money and laugh.

Two Scaling Methods That Won't Wreck Your ROAS:

Vertical Scaling


(aka Budget Increases, But With Limits)

- Increase budget by 20-30% every 3 days if ROAS holds.
- If performance dips, stop increasing and reassess.

Horizontal Scaling

(aka More Ad Sets, Not More Problems)

- Duplicate winning ad sets with slight variations (new creative, new hook, different audience segment).
- Avoid stacking too many ad sets—it'll just compete against itself.

 **Pro Tip:** If you're scaling successfully, your CTR might dip slightly, but ROAS should remain solid. If it tanks, pause and troubleshoot before you burn your budget.

STEP 6: RETARGETING LIKE A PRO (WHERE THE PROFIT HIDES)

If you're not retargeting, you're leaving stacks of cash on the table. Period. Here's how to do it right.

3 Retargeting Audiences You Need to Run NOW:

Website Visitors (Last 30 Days)

People who checked you out but ghosted. Hit them with FOMO offers

Add to Cart, No Purchase

These people are this close to buying.
Sweeten the deal.

Engaged With Ads but Didn't Click

Meta lets you retarget people who watched your video but didn't take action. Don't let them off easy.



EXTRA TIPS AND ADVICE:



Best Objective for Retargeting?

Purchase. Forget link clicks or traffic—chase conversions.



What Retargeting Ads Should Look Like:



Testimonial-heavy UGC

("I was skeptical but...")



Discounts or Urgency

("Last chance to get 20% off!")



Personalization

("Hey, we saw you checking us out...")



Don't overdo it. Retargeting is powerful but keep frequency below 3x per user in 7 days or they'll get annoyed.

Final Thoughts Before Scaling Even Further

If you've followed everything so far, you should be seeing a strong, profitable ROAS by Month 4. If not, go back and check what's breaking down

(Offer? Targeting? Creative? Budget jumps too fast?).

Once you have stability, it's time for Phase 3: Automation & Domination. Get ready for the big leagues. 🚀


PHASE 3 – AUTOMATION & DOMINATION: SCALING LIKE A BOSS

Congrats, you've survived the wilderness of testing and scaling without setting your budget on fire.

Now, let's make this money machine run on autopilot while you sit back and sip overpriced coffee. The goal here is sustainability—keep ROAS high without micromanaging every ad.

STEP 7: LEVERAGING META'S AI WITHOUT LETTING IT ROB YOU

Meta's AI is like a toddler—give it clear instructions, and it'll do magic. Leave it unchecked, and it'll start finger-painting your ad budget across the internet. By then, it'll feel like you're up against the **Terminator**.

A Terminator character, played by Robert Patrick, is shown from the chest up. He is wearing his signature black leather jacket and dark sunglasses. He is holding a large, futuristic handgun in his right hand, pointing it towards the viewer. A white speech bubble with a black outline is positioned to the left of his head, containing the text "I'll burn your money away". The background is a solid teal color.

I'll burn your
money away



Smart AI Features You NEED to Use:

Advantage+ Placements – Let Meta optimize placements dynamically. It knows better than you (most of the time).

Campaign Budget Optimization (CBO) – Meta auto-distributes budget to best-performing ad sets. Great for stability.

Dynamic Creative Testing (DCT) – Upload multiple headlines, images, and videos. Let Meta test combos for you.

Advantage+ Shopping Campaigns (ASC) – If you're in eCommerce, this is the holy grail for broad audience scaling.

Avoid Over-Automation!

Don't just set it and forget it—monitor performance weekly to prevent weird budget shifts.

STEP 8: BUILDING EVERGREEN FUNNELS

(A.K.A. MAKING MONEY IN YOUR SLEEP)

By now, you should have proven creatives and profitable targeting. Time to structure everything into a funnel that converts 24/7.



THE META ADS FUNNEL THAT PRINTS MONEY:

Top of Funnel (TOF) – Prospecting Ads

- Audience: Broad, Lookalike, Interest-Based
- Objective: Add to Cart + Purchase
- Creative: UGC, Social Proof, Bold Hooks
- Budget: 60% of total ad spend

Middle of Funnel (MOF) – Warm Audiences

- Audience: Video Viewers, Engaged Users, Website Visitors (30 days)
- Objective: Purchase
- Creative: FAQ Videos, Testimonials, Case Studies
- Budget: 25% of total ad spend

Bottom of Funnel (BOF) – Retargeting Killshot

- Audience: Cart Abandoners, Past Purchasers (Upsell), Engaged but Didn't Buy
- Objective: Purchase
- Creative: Discount Offers, Urgency Ads, Customer Reviews
- Budget: 15% of total ad spend

STEP 9: PERFORMANCE CHECKPOINTS – KEEP ROAS FROM DYING

You're automated, but you're not **invincible**. Set these checkpoints to catch issues early:



✓ **Weekly:**

- Check CTR, CPC, and ROAS—adjust creatives if they dip.
- Monitor audience fatigue (is frequency creeping up?).

✓ **Bi-Weekly:**

- Refresh creatives (rotate new ads to avoid ad fatigue).
- Test new audiences (expand Lookalikes, refresh Interest-based).

✓ **Monthly:**

- Scale budgets if profitable, or cut waste if something's tanking.
- Run deep-dive reports (what's working, what's bleeding money?).

📌 **Final Pro Tip:** Ads don't just "die"—they fade. Watch for gradual declines, not sudden crashes. Refresh before the dip, not after.

FINAL WORDS: YOU'VE CRACKED THE ROAS CODE

If you've followed this guide, you've taken your Meta ads from chaotic guesswork to a profit-generating machine.

What's Next?

- If ROAS is stable → Scale more aggressively.
- If results are shaky → Troubleshoot weak points and re-optimize.
- If you're drowning in profit → DM me and let's celebrate. 🎉

You've put in the work. Now go print money. 🚀

**IF YOU'RE INTERESTED IN WORKING
WITH US AT**

BEN'S BROTHERS' SERVICES

If you've made it this far, you clearly care about scaling your business and making your ads work—and guess what? **We do too.**

At Ben's Brothers' Services, we don't just talk strategy; we execute. If you're serious about growing your brand, let's work together. Here's what we bring to the table:

PAID ADVERTISING

- We specialize in Meta Ads that drive real ROAS—not just vanity metrics.
- Advanced scaling strategies so you can increase revenue without skyrocketing costs.
- Proven funnel structures that turn clicks into customers (and customers into repeat buyers).



BRANDING & SOCIAL MEDIA MARKETING

- Brand positioning that makes you stand out in a crowded market.
- Content creation & UGC to keep your audience engaged and coming back.
- Full social media marketing strategies that go beyond just posting.



E-COMMERCE STORE SETUP & MANAGEMENT

- Complete online store setup
- Seamless backend optimization for faster checkouts & higher conversions.
- Ongoing store management to keep your e-com biz running smoothly.





READY TO SCALE? LET'S TALK.

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We'll make your business boom, and we'll
do it with style. Book an appointment
today or regret it forever. 💰🔥