



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

Meta Ads 101

Workshop

With Mike Zitt & Ed Feuchuk



Mike Zitt

Wine Brand Architect
Mike Zitt, Inc,



Mike Zitt is a Wine Brand Architect from Augusta, Missouri—America's first American Viticultural Area—Mike brings his resilient, Midwest marketing perspective to the wine industry. With over 20 years of experience, he has served as both a creative agency leader and a partner to family wineries, a journey built on the core belief that creativity is the heart of innovation.

Mike is an expert at blending the unaligned for success as a wine manager at a local Macadoodles provides him with invaluable consumer insights that directly inform his strategies. He is passionate about seeking out inspiration, traveling to remote American wine regions like Snake River Valley ID and Sonoita Valley AZ, exploring the brands that are forging new paths.



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Ed Feuchuk

General Manager

Tank Garage Winery & James Cole Winery



Ed Feuchuk is a marketer, email marketing enthusiast, and mistake maker with over 17 years of experience building innovative DTC wine brands. As the General Manager for Farm Collective Napa Valley, Ed has led creative, strategic, and technical initiatives for brands like Tank Garage Winery, Regusci Winery, and T-Vine Winery. With a passion for authentic experiences and renegade marketing, Ed and his work have been featured in The New York Times, Adweek, Forbes, Food & Wine, and Playboy.



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Meta Ads 101: Who this workshop is for

- Wineries that have not run digital ads before.
- Wineries that have run ads, but had poor results.
- Wineries that have never used Meta Ad Manager before.
- Wineries that aren't ready to hire an agency yet.

Meta Ads 101: How this workshop works

- 🤪 This workshop is casual and interactive.
- 🙋 Feel free to raise a hand and ask us a question at any time.
- 👉 We are going to actually make ads for you so we can go in any direction you want.

Why Advertise?



Why Advertise?

Trailing 12-Month Change in Total DtC Sales



Why Advertise?

Forbes

How Gymshark Built a \$700M Brand with Meta Ads

By [Alexandra Sternlicht](#), Former Staff. I cover young people doing bi...

Published Dec 02, 2020, 06:30am EST, Updated Dec 9, 2020, 10:27am EST

Let Nike pay billions for superstars to rock the swoosh. Twenty-eight-year-old Ben Francis has become a near-billionaire by paying relative pennies to social media fitness fanatics to pump up his brand.

Even in the slightly unhinged world of internet influencers, Devon Lévesque is one of the most intense—hands down.



Why Advertise?

Knudsen Vineyards
Sponsored · 🌐

Deck the halls with plenty of wine this holiday season with holiday wine gift bundles from Knudsen Vineyards.



Holiday Wine Gift Bundles
Give the gift of taste th... [Order now](#)

Powerful Pinot Wine Gift
Three bottles. Endless ... [Order now](#)

Celebra Family T
Two bottl... [Order now](#)

Round Pond Estate
Sponsored · 🌐

Not just another flight in another vineyard. At Round Pond, our Vino & Olio experience starts with award-winning olive oils — single-varietal, estate-grown, and poured ... [See more](#)



Sommelier-Guided Olive Oil? Yes, That's a Thing.
Now booking for Fall [Book now](#)

Pest & Beam
- by For Viners -

2022 NAPA VALLEY
CABERNET SAUVIGNON

95
points

tastingpanel

"Dark chocolate and anise entwine in the wine's well-defined structure and satin-lined tannins."



A Wine for Life's Delicious Moments
farniente.com

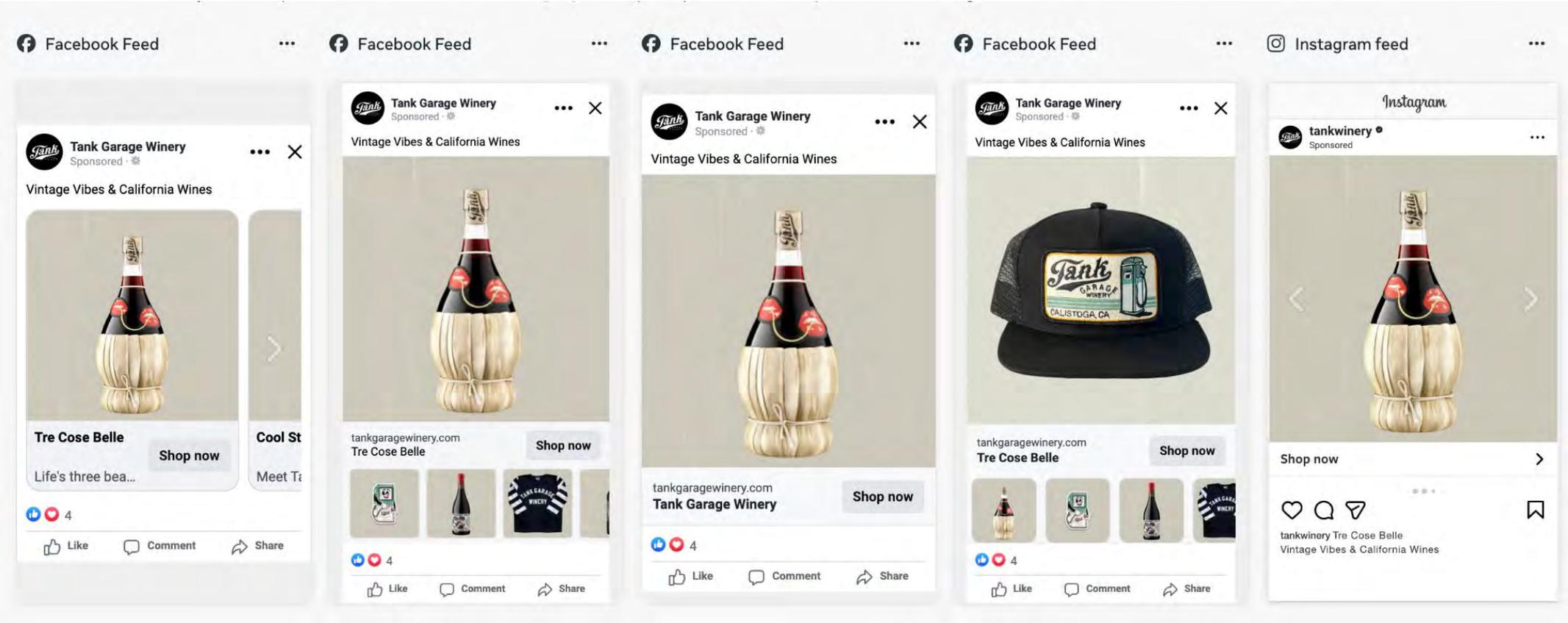
Meta Ads



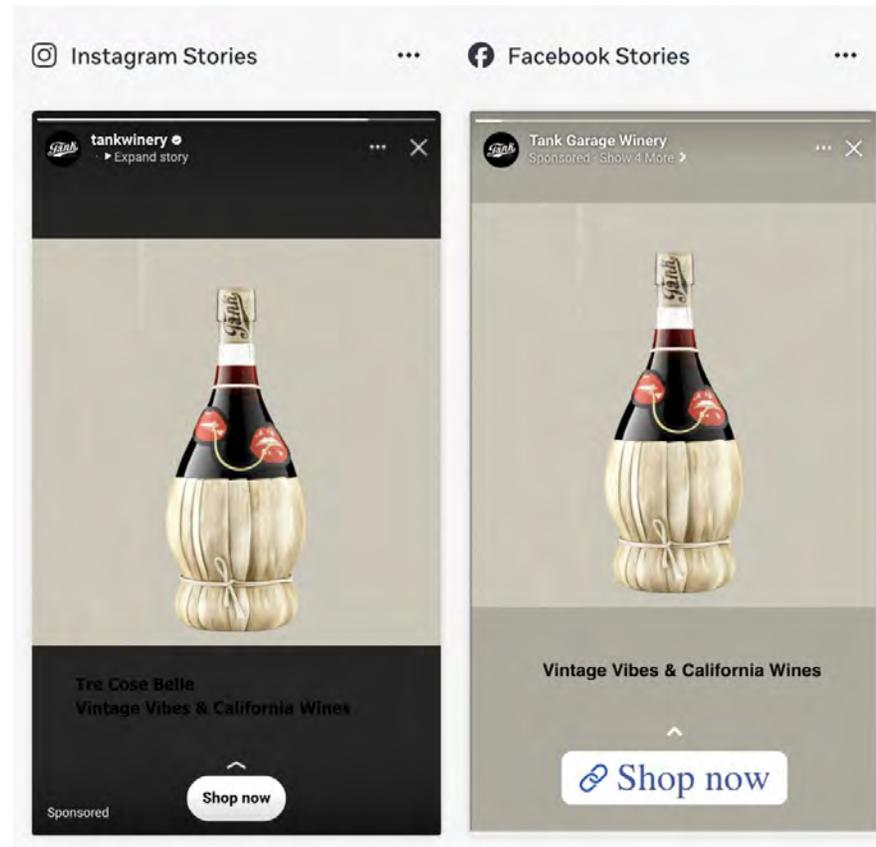
Meta Ads 101: What we're going to cover

- Placement Types
- Meta Ad Manager vs. Boosting
- Campaigns
- Ad Sets
- Ads (Creative)
- Goals
- Creative Strategy
- Manual vs. Advantage+ (Andromeda)
- Measuring Success

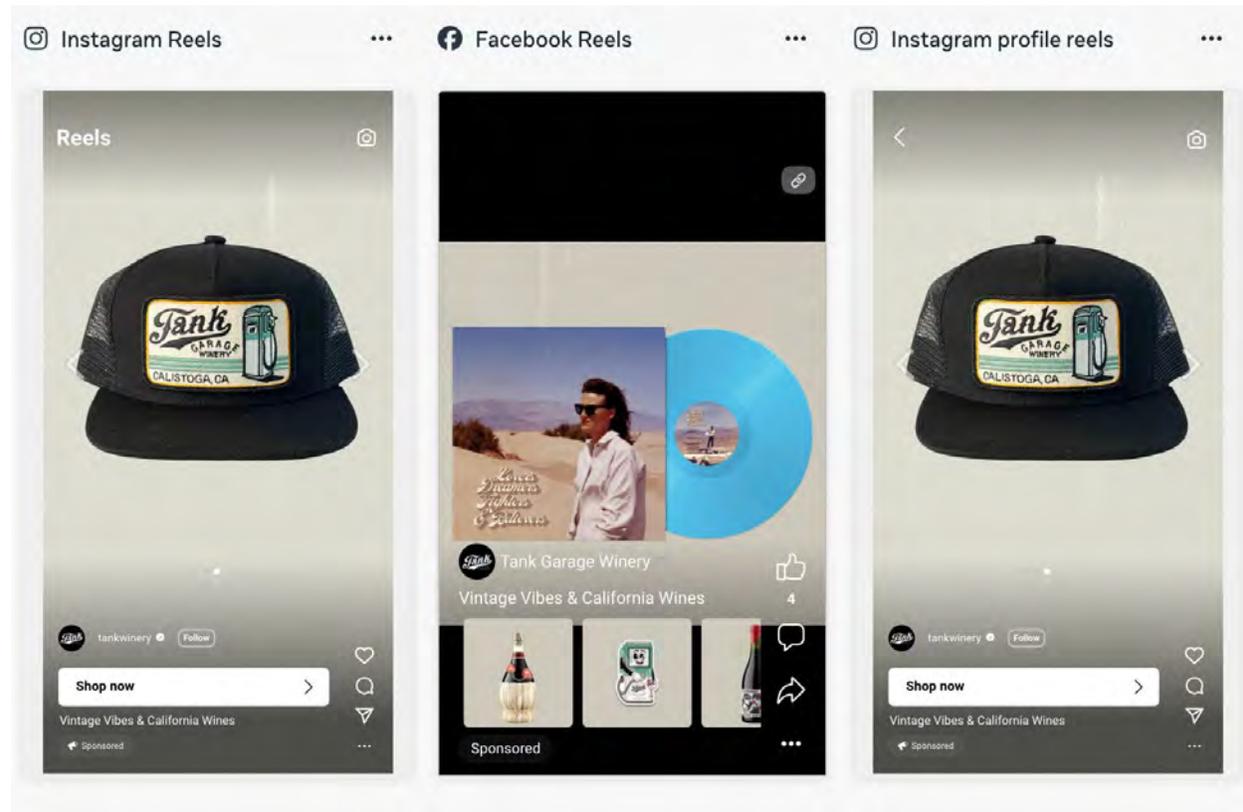
Meta Ads: Feed Placements



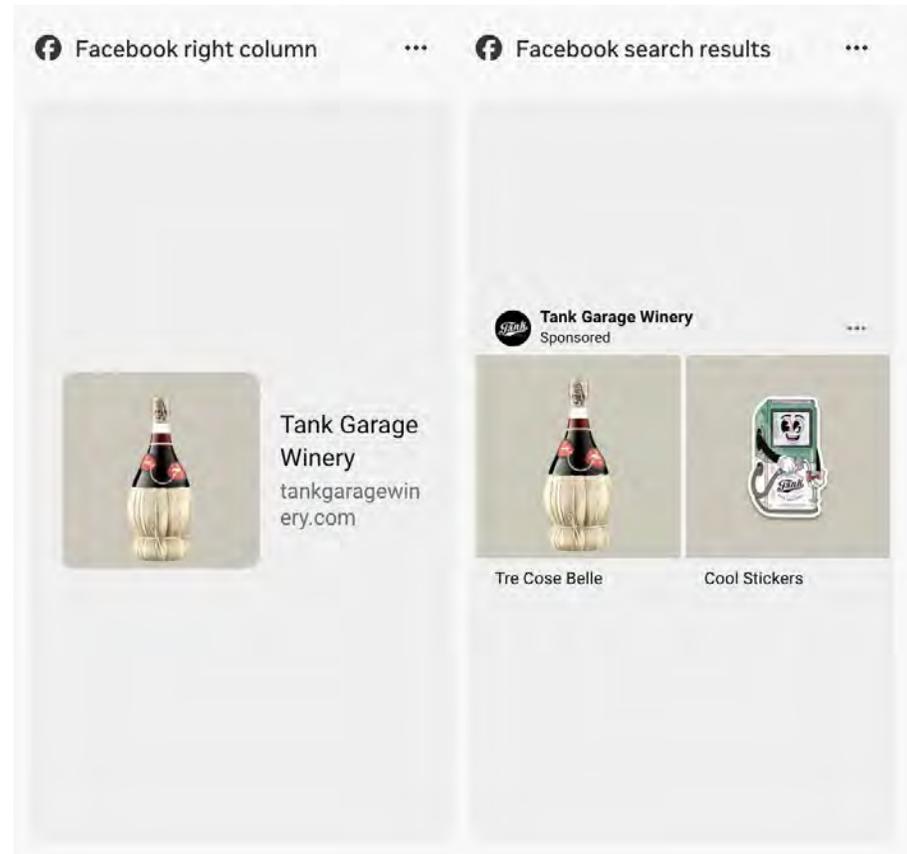
Meta Ads: Stories Placements



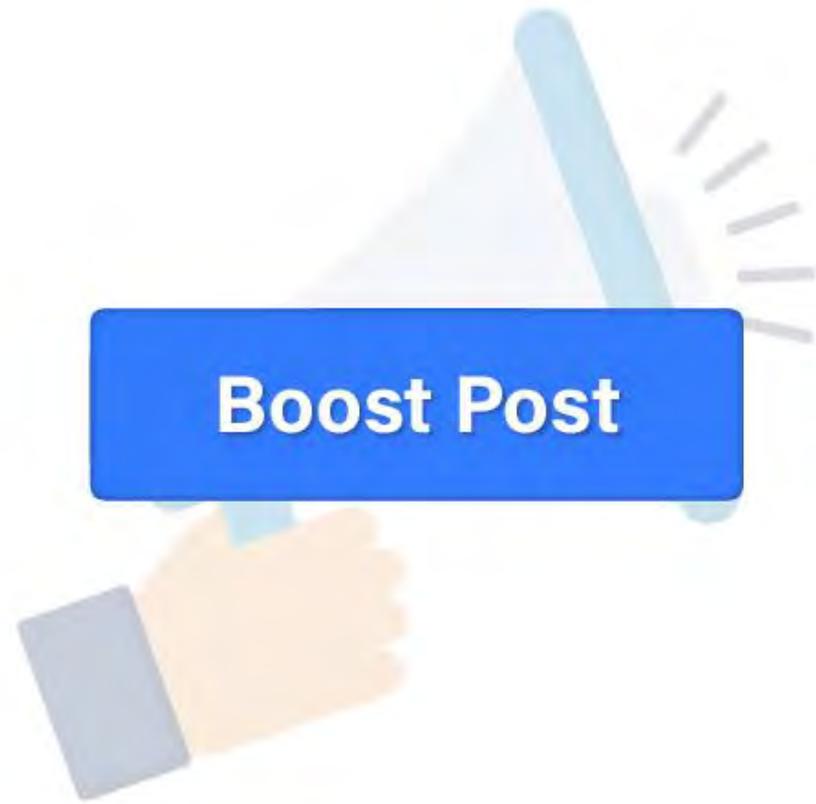
Meta Ads: Reels Placements



Meta Ads: Other Placements



Boosting Posts



Boost reel

What do you want people to do when they see your ad?

Visit your profile
Best for brand awareness and follows
@tankwinery

Visit your website
Best for bookings and helping people learn more about you

Make a purchase
Best for driving sales NEW

Message you
Best for building trust with potential customers

Special requirements

Review if your ads are about financial products and services, employment, housing, social issues, elections or politics.

Who should see your ad?

Suggested audience
Uses Advantage+ audience to reach people most likely to visit your profile

United States
Ages 25+

Meta Ad Manager

The screenshot displays the Meta Ad Manager interface. On the left is a navigation sidebar with the following items: Meta, Ads Manager, Account overview, Campaigns (highlighted), Ads Reporting, Audiences, Advertising settings, Billing & payments, Events Manager, and All tools. The main content area shows a top navigation bar with an 'Opportunity score' of 100, a 'Review and publish (3)' button, and a 'Discard Drafts' button. Below this are filters for 'Had delivery' and 'Active ads', and a 'Create a view' button. The main section is titled 'Ad sets' and 'Ads' for the date range '1 Apr 2025 - 10 Apr 2025'. It includes a toolbar with 'Edit', 'A/B test', and 'More' buttons, and a table with columns for 'Delivery', 'Actions', 'Bid strategy', 'Budget', 'Attribution setting', and 'Results'. The table contains one row for a campaign in 'In draft' status. At the bottom left, there is a 'Help' button and a notification bell with a red '1' badge.

Why Meta Ad Manager?

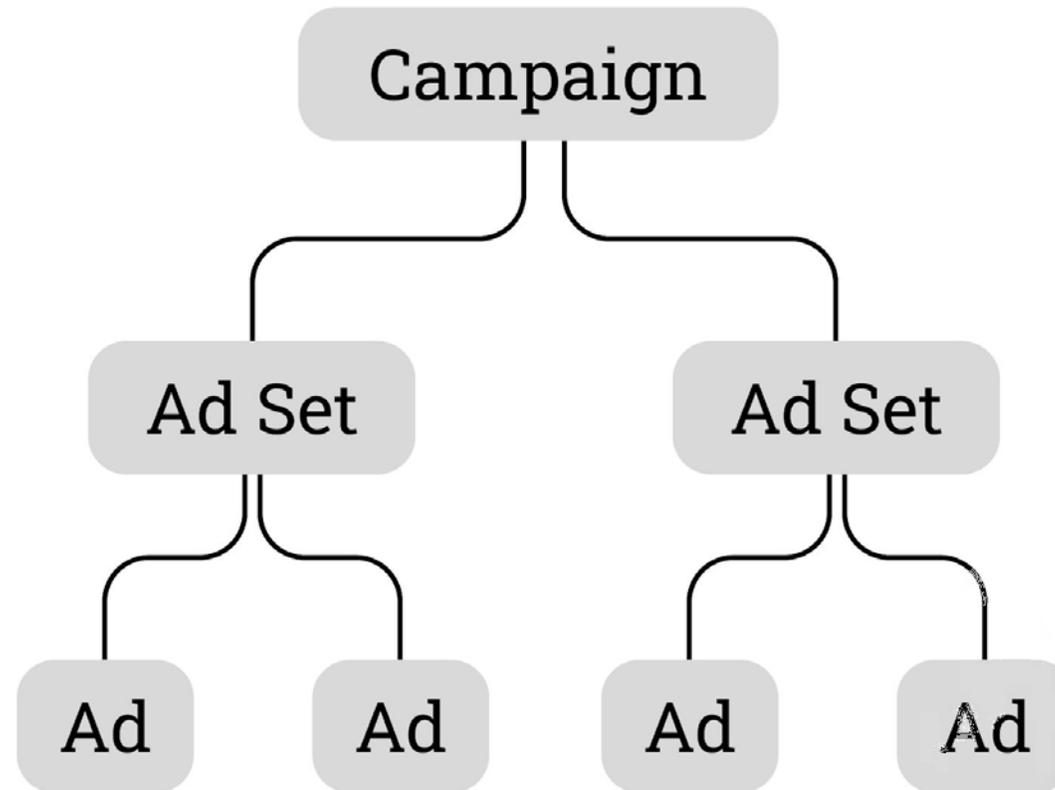
Pros

- Way better targeting.
- Full control over objectives (conversions).
- Proper budgeting tools.
- Better creative tools.
- Real reporting and attribution.

Cons

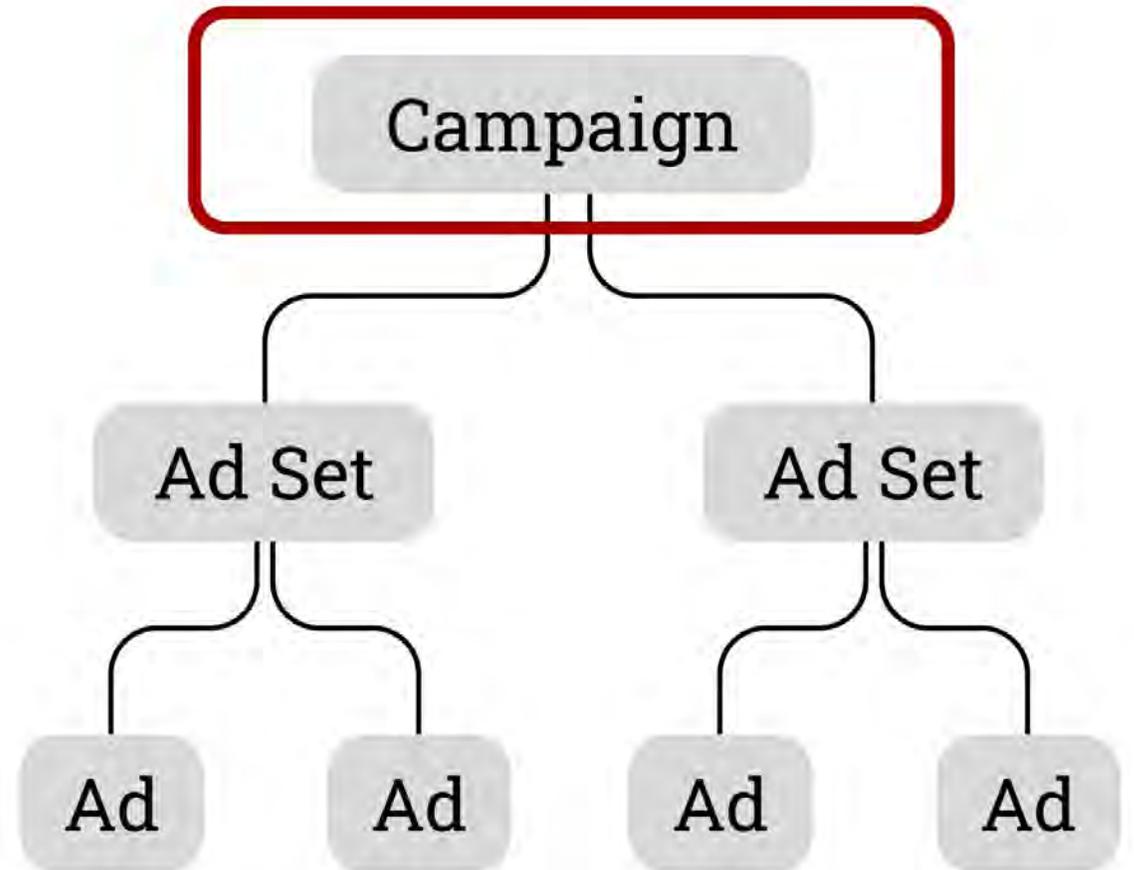
- More complexity, steeper learning curve.
- Requires more management.
- Frustrating bugs!

Meta Ads Manager: Ad Anatomy



Meta Ads Manager: Campaigns

- The top level of Meta Ads
- Defines your goal
- Tells Meta what success looks like for your winery.



Meta Ads Manager: Campaign Objectives

- Awareness (get seen)
- Traffic (get clicks)
- Engagement (likes, comments, DMs)
- Leads (email signups)
- Sales / Conversions (purchases, reservations)

Create new campaign New ad set or ad

Choose a buying type ⓘ
Auction

Choose a campaign objective

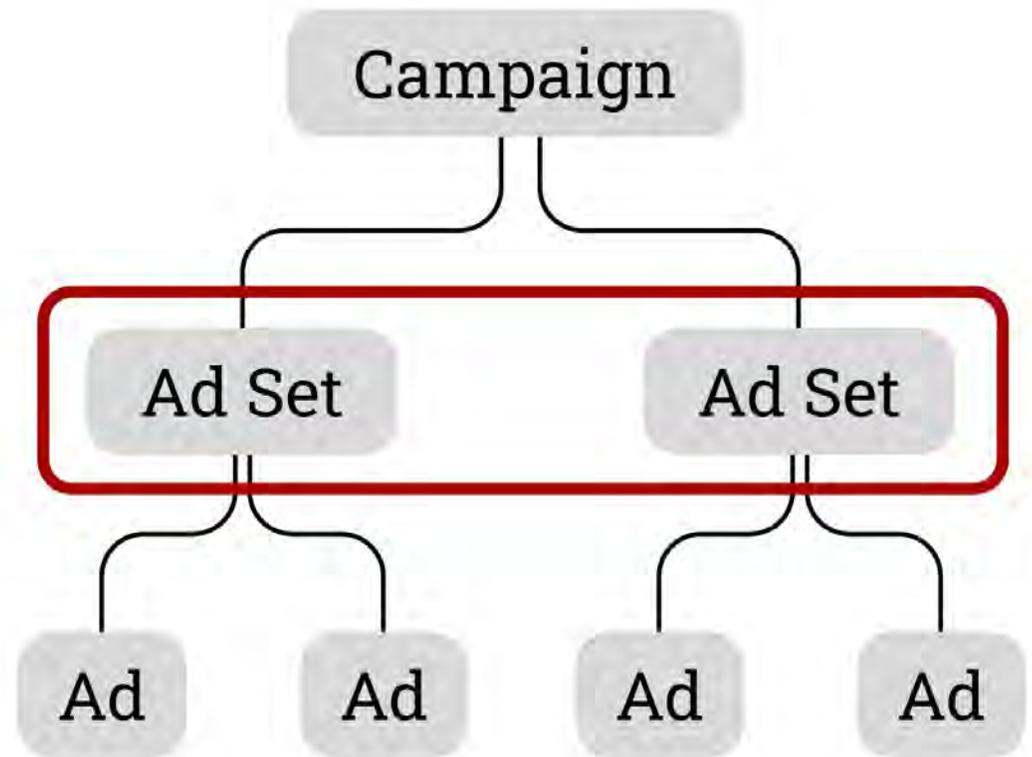
- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

About campaign objectives Cancel Continue

Meta Ads Manager: Ad Sets

- Controls targeting, budget, and placements
- This is where strategy lives



Meta Ads Manager: Ad Set Audience

- Location
- Age
- Interest
- Custom (upload list of customers)
- Advantage+

Audience + Advantage+ on

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▾

Potential Wine People

Controls ⓘ
Limit where your ads can be shown.

Locations
Inclusion: United States

Minimum age
25

Language
English (US)

Suggest an audience ⓘ
We'll reach people beyond these settings when it's likely to improve performance.

Age
25 - 60

Detailed targeting
Inclusion: Interests: Wine or Winery

Edit Remove saved audience

Meta Ads Manager: Ad Set Budget

- Set spend limit
- Decided if you want to set that daily or over the lifetime of the campaign.

✓ **Budget & schedule**

Budget strategy ⓘ
Your campaign budget automatically distributes your daily budget of \$25.00 across ad sets to get the best performance. You can set spending limits for each ad set. [About spending limits](#)

Ad set spending limits ⓘ
None added

Schedule

Start date

📅 Jan 21, 2026 🕒 01:15 PM PST

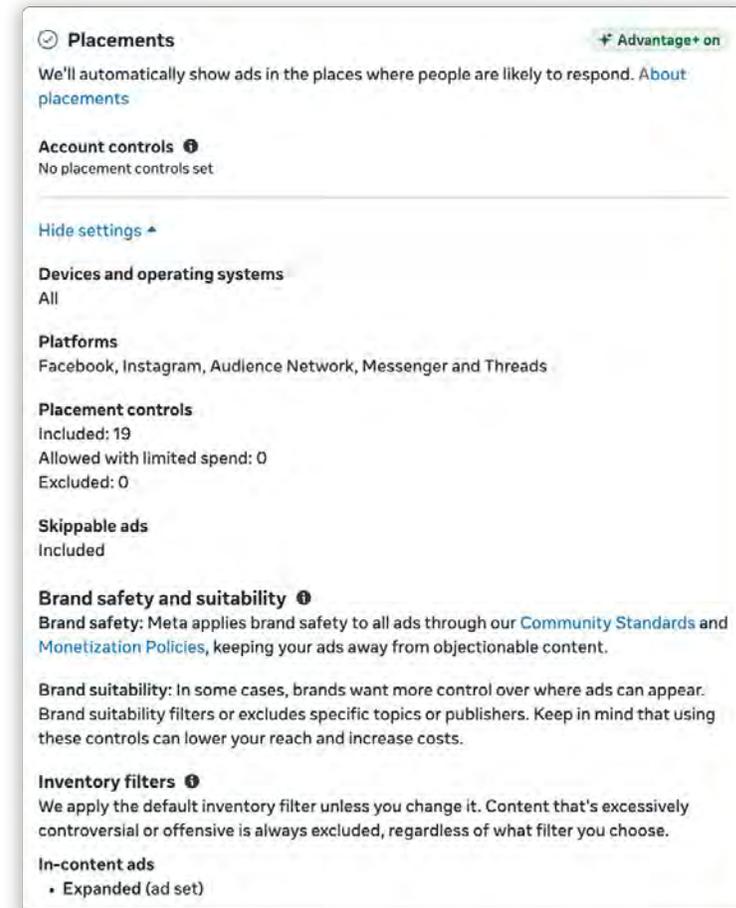
End date

Set an end date

[Show more settings](#) ▾

Meta Ads Manager: Ad Set Placements

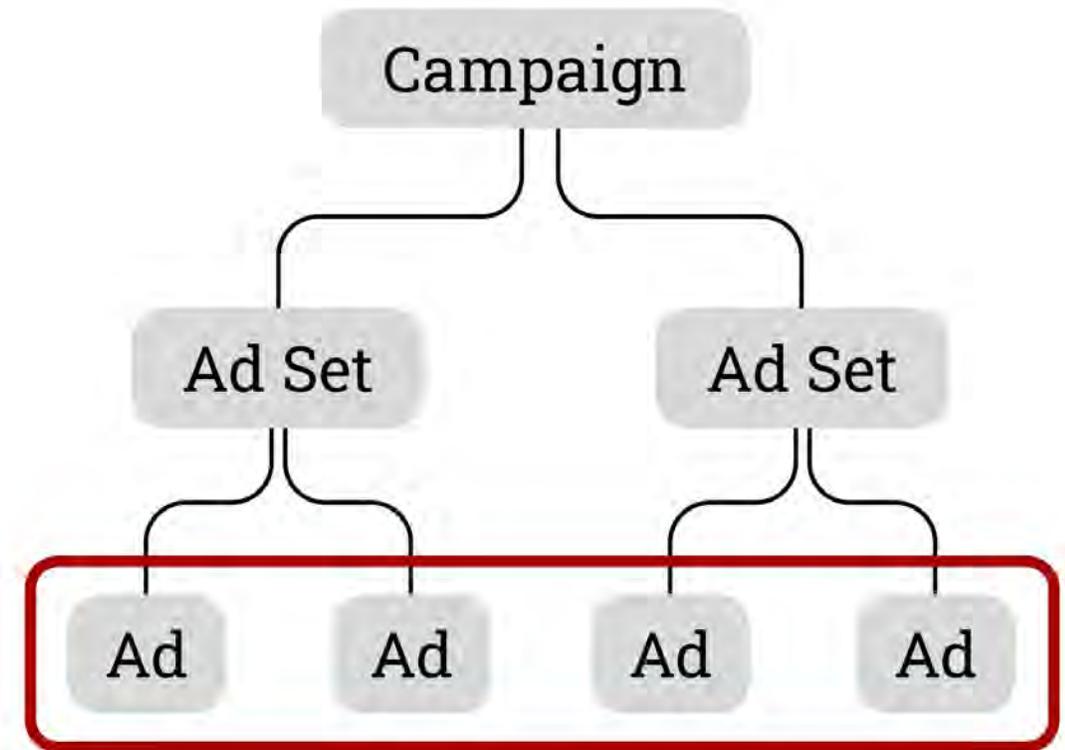
- Which platforms your ads will show on (Facebook, Instagram)
- Which formats your ads will show in (Feeds, Stories, Reels).
- Note, these decisions may have an impact on your creative assets.



The screenshot shows the 'Placements' settings in Meta Ads Manager. At the top, there is a checkmark icon and the text 'Placements' with a '+ Advantage+ on' button. Below this, a message states: 'We'll automatically show ads in the places where people are likely to respond. [About placements](#)'. Under 'Account controls', it says 'No placement controls set'. A 'Hide settings' link is visible. The 'Devices and operating systems' section is set to 'All'. The 'Platforms' section lists 'Facebook, Instagram, Audience Network, Messenger and Threads'. The 'Placement controls' section shows 'Included: 19', 'Allowed with limited spend: 0', and 'Excluded: 0'. The 'Skippable ads' section is set to 'Included'. The 'Brand safety and suitability' section includes 'Brand safety' (Meta applies brand safety to all ads) and 'Brand suitability' (filters or excludes specific topics or publishers). The 'Inventory filters' section states that the default inventory filter is used unless changed. Finally, the 'In-content ads' section lists 'Expanded (ad set)'.

Meta Ads Manager: Ads

- What people actually see
- The creative
- Set in an image, video, and text



Meta Ads Manager: Ads

Tank Garage Winery
Sponsored · 🌐

A Love Letter to California



Velvet Bones
The secret is in the bon...
[Shop now](#)

Surf Winos
Hang ten and chase dre...
[Shop now](#)

Tor
A st

Clif Family Winery
Sponsored · 🌐

This holiday season, give the gift of DELISH with the Clif Family Artisan Food Gift Sets. Sourced directly from our certified organic Napa Valley farm and kitchen, thes... [See more](#)



CLIF FAMILY
Organic Blueberry Jam
NET WT 10 OZ (283g)

CLIFFAMILY.COM
Gift Delicious Flavor 🍷🍷🍷 **Gifts starting at \$42**
Organically farmed wine & small batch food from the co-creators of Clif Ba...
[Shop now](#)

Knudsen Vineyards
Sponsored · 🌐

Deck the halls with plenty of wine this holiday season with holiday wine gift bundles from Knudsen Vineyards.



Holiday Wine Gift Bundles
Give the gift of taste th...
[Order now](#)

Powerful Pinot Wine Gift
Three bottles. Endless ...
[Order now](#)

Celebra
Family T
Two bottl

42
Like Comment Share
1 share

Meta Ads Manager: What lives in an Ad

The image shows a Meta advertisement for Chalk Hill Estate Vineyards and Winery. The ad is a square format with a dark background. At the top left, the winery's name and logo are displayed. Below this, a line of text describes the promotion: 'Celebrate five decades of Chalk Hill excellence. Enjoy 30% savings on select Estate Chardonnays, Pinot Noirs, and red blends that reflect our iconic AVA. Shipping included on 6+'. The main visual is a photograph of a dining table set with a bottle of wine, glasses, and plates. Overlaid on the image is the text 'BLACK FRIDAY SAVINGS' in large white letters, with 'SAVE UP TO 30%' below it. At the bottom of the ad, there is a URL 'SHOP.FOLEYFOODANDWINEOCIETY.COM', a headline 'Discover Chalk Hill's Iconic Estate Wines with 30% Off', and a 'Shop now' button.

Winery Name

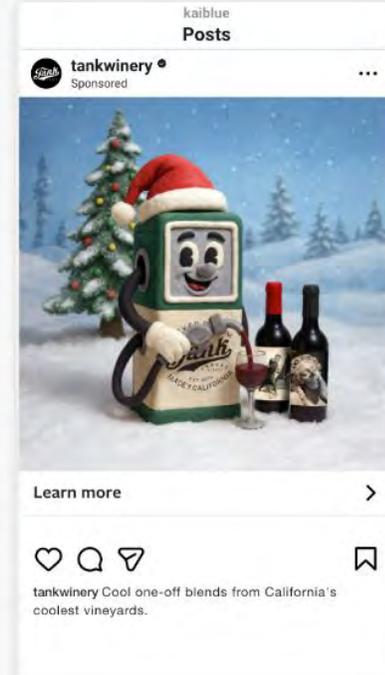
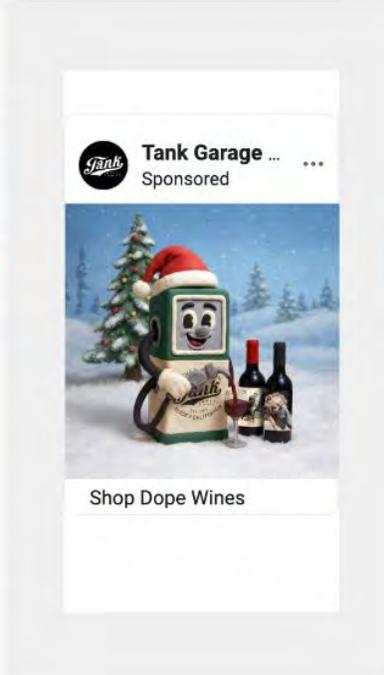
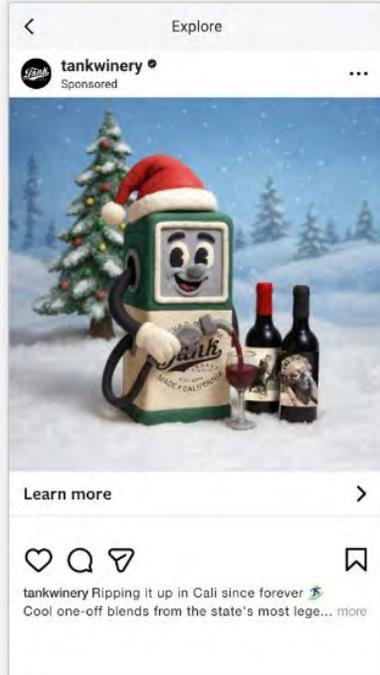
Primary Text

Image or Video

Call to Action

Headline

Meta Ad Manager: Ad Sizes





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The 20-*Minute* Meta Strategy

56% of Performance is the Creative

- **The Philosophy:** You don't need to be a data scientist to find your customers. Meta's AI does that for you.
- **The New Rule:** Your creative (the photo or video) is 56% of your success.
- **How it works:** If you show a winemaker working the soil, Meta finds the eco-conscious, organic crowd. If you show a vibrant, unfiltered orange wine, Meta finds the trendy, wine enthusiasts.

Meta (Facebook/Instagram) - creative quality is the single most important factor for ad delivery and performance

Nielsen and Nielsen Catalina Solutions - creative accounts for an outsized 56% of sales lift from advertising from digital campaigns

The "Gossage" Rule



Howard Luck Gossage

"Nobody reads advertising. People read what interests them, and sometimes it's an ad."

Often called the "Socrates of San Francisco." He was a legendary advertising executive in the 1950s and 60s.

Creative Brief: Authentic Sells

Authenticity: Don't be "salesy." Use "lo-fi" photos and videos that look like they belong in a friend's feed.

Utility: Grab attention in 3 seconds. Hook the viewer immediately with a visual or text overlay. Tell them exactly what problem you solve or what value you offer.

Native-Fit: Shoot vertically (9:16) because that's how people hold their phones.

Organic Boost: Identify your best-performing organic posts and promote them as ads to leverage proven engagement.

Copy: Keep it Short, Keep it Real

The Hook: Start with a question or a bold statement that stops the scroll.

- Body: Keep it short (2-3 sentences). Focus on the "Utility" —how does this benefit them?
- Action: Give one clear direction (e.g., "Tap 'Learn More' to see our weekend lineup").

Write Like You Talk: Avoid corporate jargon. Use the same tone you'd use in a text to a friend.

The "Above the Fold" Rule: Put the most important information in the first 125 characters before the "See More" button cuts you off.

Example: The Hunt



The Harmonie
PRESENTS

AUGUSTA WINE & JAZZ

FESTIVAL 2025

JUNE 6-8

Michael Joseph Harris, Sam Farthing Gypsy Jazz
The Triplets Of Grubville - Vincent Varvel Quartet - Circle Of Fifths - Roman Wells Quartet - Jim
Manley Trio - David Green - The Dhoruba Collective - Robert Row Organ - Tam Byrne - Dave Black

SPONSORS: AUGUSTA UNIVERSITY, MISS AUGUSTA, MAGIS

FULL SCHEDULE AND ADDITIONAL DETAILS AT AUGUSTAJAZZFEST.COM

Example: FAQ's

KNOW BEFORE YOU GO



Don't know a Traminette from a Croquette? Don't worry.

Ask your questions in the comments

The Harmony PRESENTS AUGUSTA WINE & JAZZ FESTIVAL

KNOW BEFORE YOU GO



I'm on a Bicycle. Is it easy to get around? Parking?

Ask your questions in the comments

The Harmony PRESENTS AUGUSTA WINE & JAZZ FESTIVAL

KNOW BEFORE YOU GO



Why just listen when you can float? Try a boat cruise experience.

Ask your questions in the comments

The Harmony PRESENTS AUGUSTA WINE & JAZZ FESTIVAL

KNOW BEFORE YOU GO

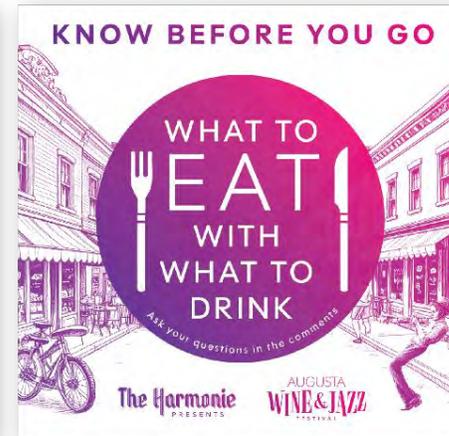


Never been to a Jazz Festival? Here's what to expect.

Ask your questions in the comments

The Harmony PRESENTS AUGUSTA WINE & JAZZ FESTIVAL

KNOW BEFORE YOU GO



WHAT TO EAT WITH WHAT TO DRINK

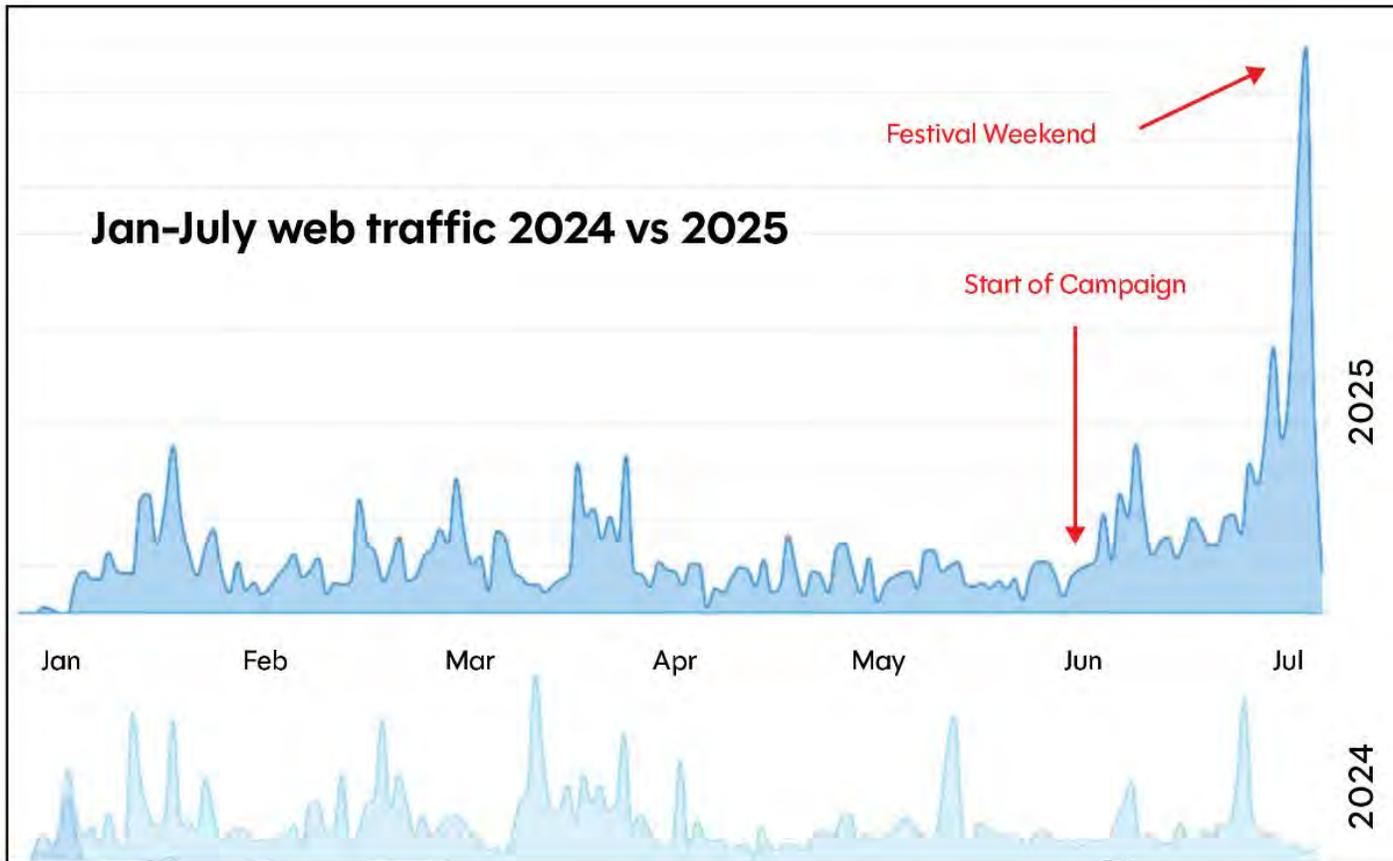
Ask your questions in the comments

The Harmony PRESENTS AUGUSTA WINE & JAZZ FESTIVAL

Example: Making Of Videos



Results 2024 v 2025



Overall festival attendance saw approx 200% growth over previous year in spite of a rainy weekend.

Headliner Ticket Sales were 100% over previous year.

40% of all headliner ticket sales were VIP passes.

We overwhelmingly heard positive feedback all weekend long.

Example: Flat Mac



The "Simple Vessel" (Setting up Meta)

Objective: Choose "Awareness" or "Traffic." This tells Meta: "Find people who will find this interesting".

Audience: Keep it "Broad." Set your location and age, and let the AI do the rest. No complex "Interest" lists needed.

The Learning Phase: Set it and forget it. Give it at least 7 days to gather data before making changes. Constant tweaking is the fastest way to break the AI.

Closing the Loop (No Code Required)

Meta's Job: To be the "Megaphone" that finds interested people.

Your Job: To provide a clear "Landing Page." Once they click your ad, your website must make it easy for them to buy, book, or sign up. This is KEY!

Tracking on Your Own Terms: Skip the technical tracking-pixel setup. Instead, create UTMs (Urchin Tracking Modules)—simple text snippets added to your links—to track performance via your own website analytics (Shopify, Google, Wix).

yourwinery.com/tickets?utm_source=facebook&utm_medium=paid&utm_campaign=harvest_2026

└──────────┬──────────┬──────────┬──────────┘
Destination Who How Why

Hands-On: The "20 Minute Launch"

The Vessel Build: A click-by-click walk-through of setting up your first "Broad" campaign.

The Launch: Putting the "2-3 Diverse Creatives" into the vessel and hitting go.

The Maintenance Rule: Spend only 15 minutes a week checking in. If an ad is working, keep it. If not, swap it for a new photo.



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Obligatory Section About AI...

Meta Ads 101: Advantage+



Meta's AI-driven ad system

- You pick a goal.
- You feed in basic content.
- Meta figures out the rest for you.
 - Audience
 - Budget decisions
 - Creative enhancements
 - Placements

Meta Ads 101: Manual vs. Advantage+

Manual

- You control the setup
- You choose audiences
- You choose placements
- You control budgets by ad set
- Best for learning & testing
- Clear insights into what worked
- More setup time
- Requires strategy decisions

Advantage+

- Meta controls most of the setup
- Meta finds the audience
- Meta chooses placements
- Meta allocates budget automatically
- Best for scaling & efficiency
- Less transparency into “why”
- Faster to launch
- Requires trust in Meta

Meta Ads 101: Andromeda!



Andromeda is Meta's new AI system that decides who sees ads and when, using real user behavior instead of old interest targeting.

- Less control over audiences
- Testing different creative is more important than ever
- Far more reliance on automations and recommendations



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But before we run, we're going
to walk the plank...



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Live Demo: Winery Visitation Ad

Goal

Build **consumer awareness** for winery brand and experiences.

Duration

1 month

Budget

\$500

KPI

Reach



Live Demo: Winery Visitation Ad

Goal

Build **consumer awareness** for winery brand and experiences.

Why?

To be considered, you have to be known. Showing consumers your wines and venues is the best way to spark curiosity.



Live Demo: Winery Visitation Ad

Duration
1 month

Why?

We need time to for ads to run and for consumer behavior metrics to be tracked. We usually recommend a few weeks.



Live Demo: Winery Visitation Ad

Budget
\$500

Why?

- It's just \$16 a day, which will generally give us 1,000-3,000 impressions per day.
- It's more precisely measurable compared to print ads.
- Think of ways your winery spends \$500 a month on things with no ROI.



Live Demo: Winery Visitation Ad

KPI

Reach

Why?

This ad isn't about driving attributable conversions, it's about making new consumers aware of our brand.





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Live Demo

Meta Ads 101: Measuring Success

- What is a Result?
- How do you know if your ad is performing well (industry standards and real-world impact).

Meta Ads 101: Important Terms

Impressions

Total number of times your ad was shown (includes repeat views).

Reach

Number of *unique* people who saw your ad.

Frequency

Average number of times each person saw your ad.

CTR (Click-Through Rate)

Percentage of impressions that resulted in a click.

CPC (Cost Per Click)

How much you paid for each click.

ROAS (Return on Ad Spend)

Revenue ÷ ad spend.

CPR (Cost Per Result)

Cost to get one desired result (purchase, signup, lead).

Meta Ads 101: Measuring Success

CPM (Cost per 1,000 impressions) for Reach

- **\$6–\$8:** Excellent / very efficient (often local + broad)
- **\$8–\$12:** Strong / normal
- **\$12–\$15:** Acceptable for competitive regions
- **\$15+:** Expensive (only okay if targeting is tight or season is peak)

Meta Ads 101: Measuring Success

DO YOUR OWN TESTING!
DO YOUR OWN TESTING!
DO YOUR OWN TESTING!
DO YOUR OWN TESTING!
DO YOUR OWN TESTING!



Meta Ads 101: Tracking & Attribution

- Tracking with UTM tags & Google Analytics
- Tracking with Pixels
- Tracking with Conversion API

Meta Ads 101: Other Types of Ads to Run

Visitation Ads

Target: New Consumers

Goal: Landing Page

Views or Conversions.

Creative: Build a sense of place.

Lead Generation

Target: New Consumers

Goal: Leads (email collection).

Creative: Brand plus incentive.

Retargeting

Target: Existing Customers

Goal: Sales Conversions

Creative: Product plus incentive.

Meta Ads 101: Other Digital Ad Platforms

Google

TikTok

LinkedIn

YouTube

OTT (Disney+, ESPN, Hulu)



Meta Ads 101: Hands-on Workshop



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Thank You!



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If you are seeing this slide,
it's because something went
horribly wrong with Meta.

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a user named 'Tank Garage Winery'. The top navigation bar includes the account name, an 'Opportunity score' of 100, and buttons for 'Updated just now', 'Discard drafts', and 'Review and publish (3)'. Below this, there are filters for 'All ads', 'Active ads', and 'Had delivery'. A search bar is present for filtering by name, ID, or metrics. The main content area shows a table of campaigns with columns for 'Off / On', 'Campaign', 'Delivery', 'Actions', 'Results', 'Cost per result', and 'Amount spent'. The table lists several Instagram posts and a general post, all marked as 'Completed' with a cost of \$0.00. A summary row at the bottom indicates 'Results from 146 campaigns'.

Off / On	Campaign	Delivery	Actions	Results	Cost per result	Amount spent	Impr
<input type="checkbox"/>	Instagram Post: Our thoughtful c...	Completed	—	Link Click	Per Link Click	\$0.00	
<input type="checkbox"/>	Instagram Post: We got all the colors of sum...	Completed	—	Link Click	Per Link Click	\$0.00	
<input type="checkbox"/>	Instagram Post: TANK X BASECAMP ROUND...	Completed	—	Link Click	Per Link Click	\$0.00	
<input type="checkbox"/>	Instagram Post: A HUGE welcome back to ou...	Completed	—	Link Click	Per Link Click	\$0.00	
<input type="checkbox"/>	Instagram Post: We celebrate the dreamers...	Completed	—	Link Click	Per Link Click	\$0.00	
<input type="checkbox"/>	Post: "The weather might have slowed us do...	Completed	—	Post Engagement	Per Post Engagement	\$0.00	
<input type="checkbox"/>	Instagram Post: The weather might have slo...	Completed	—	Link Click	Per Link Click	\$0.00	

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad". The interface is divided into several sections:

- Left Sidebar:** A vertical navigation menu with icons for home, analytics, campaign creation, and other tools.
- Top Navigation:** Shows the current path: "Pirate's Bay Visitation Ad" > "1 Ad set" > "1 Ad". It also includes a status indicator "In draft" and a "Review" button.
- Campaign Name:** A text input field containing "Pirate's Bay Visitation Ad" and a "Create template" button.
- Campaign Details:**
 - Buying type:** A dropdown menu set to "Auction".
 - Campaign objective:** A list of objectives with radio buttons: "Awareness" (selected), "Traffic", "Engagement", and "Leads".
- Right Panel:** A "Campaign score" section showing a score of 88. Below it, a recommendation box states: "You could get 11% higher clickthrough rate by adding AI-generated images for 1 ad". It includes a "+12 points" indicator and a "View in ad" button.
- Bottom:** A "Close" button, a green checkmark with the text "All edits saved", and a "Next" button.

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad". The left sidebar shows a navigation menu with icons for home, notifications, creation, campaign, ad, and reporting. The main content area is divided into several sections:

- Ad set name:** "Wine Industry People" with a "Create template" button.
- Awareness:** The performance goal is set to "Maximize reach of ads". A note states: "To help us improve delivery, we may survey a small section of your audience."
- Facebook Page:** The page selected for promotion is "Tank Garage Winery".
- Cost per result goal:** The goal is set to "X XXXX". A note states: "Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest volume bid strategy."
- Frequency control:** A section for controlling ad frequency.

On the right side, there are two summary cards:

- Campaign score:** A score of 100, indicating that the setup is recommended.
- Audience definition:** The audience is defined as "broad". A progress bar shows the audience is positioned towards the "Broad" end. The estimated audience size is 513,700 - 604,400. A note states: "Your criteria is currently set to allow Advantage+ detailed targeting." and "Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data."

At the bottom, there are buttons for "Close", "All edits saved", "Back", and "Next".

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad". The left sidebar contains navigation icons for home, analytics, notifications, creation, campaign, ad, account, and help. The main content area shows the campaign details for "Wine Industry People" with 1 ad. The "Frequency control" section is active, showing "Target" and "Cap" options. The "Cap" option is selected, with settings for 2 times every 7 days. The "Value rules" section is also visible, with a "Create a rule set" button. The "Store locations" section is currently turned off. On the right, a "Campaign score" of 100 is displayed, indicating that the setup is recommended. Below this, the "Audience definition" section shows that the audience is broad, with an estimated size of 513,700 to 604,400. The interface includes "Edit" and "Review" buttons, and a status indicator "In draft". At the bottom, there are "Close", "All edits saved", "Back", and "Next" buttons.

Pirate's Bay Visitation Ad > Wine Industry People > 1 Ad

In draft

Edit Review

Frequency control

Target
The average number of times you want people to see your ads

Cap
The maximum number of times you want people to see your ads

2 times every 7 days

As a maximum, we'll aim to stay under 2 impressions every 7 days.

Value rules

Tell us how much more certain audiences, conversion locations and placements are worth to your business. Our system will optimize for outcomes based on these rules. [About value rules](#)

Create a rule set

Hide options

Store locations Off

Store locations lets you customize your ad creative with local information and choose your audience based on store locations or geographical area. Dynamic creative is unavailable with this option.

Campaign score 100
You're using our recommended setup.

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow Broad

Estimated audience size: 513,700 - 604,400

Your criteria is currently set to allow Advantage+ detailed targeting.

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Close All edits saved Back Next

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad" targeting "Wine Industry People". The interface is divided into several sections:

- Left Sidebar:** Contains navigation icons for home, dashboard, campaign, ad, audience, insights, and account.
- Top Navigation:** Shows the campaign path: "Pirate's Bay Visitation Ad > Wine Industry People > 1 Ad". It includes "Edit" and "Review" buttons, and a status indicator "In draft".
- Audience Controls:**
 - Section: **Audience controls** (with an info icon). Text: "Set criteria for where ads for this campaign can be delivered. [Learn more](#)".
 - Information box: "The audience controls set in Advertising settings will apply to this ad set. [See audience controls for all campaigns](#)".
 - Dropdown: "Use a saved audience".
 - Section: *** Locations** (with an info icon). Text: "Reach people living in or recently in this location.".
 - Location selection: "United States" (dropdown) and "Monterey, California + 50mi" (dropdown).
 - Search bar: "Search locations" with "Include" and "Browse" dropdowns.
 - Map: A map showing the location "Monterey, California" with nearby areas like Morgan Hill, Los Banos, and Chowchilla.
 - Notification: "Your audience location has been changed from United States to Monterey. Undo change".
- Campaign Score:**
 - Score: **100** (with an info icon). Text: "You're using our recommended setup.".
 - Section: **Audience definition** (with an info icon). Text: "Your audience is broad. Broad audiences can improve performance and reach more people likely to respond.".
 - Progress bar: A bar showing the audience definition level, ranging from "Narrow" to "Broad".
 - Text: "Estimated audience size: 513,700 - 604,400" (with an info icon).
 - Text: "Your criteria is currently set to allow Advantage+ detailed targeting." (with an info icon).
 - Text: "Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data." (with an info icon).
- Bottom:** Includes a "Close" button, a confirmation message "All edits saved", and "Back" and "Next" buttons.

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad". The campaign is currently in draft status. The target audience is defined as "Wine Industry People" and is located in "Napa, California + 25mi" and "Paso Robles, California + 25mi". The campaign score is 100, indicating a recommended setup. The audience definition is broad, with an estimated audience size of 985,200 - 1,200,000. The interface includes a sidebar with navigation icons, a central map showing the target locations, and a right-hand panel with campaign details and a "Next" button.

Campaign score 100
You're using our recommended setup.

Audience definition
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

Estimated audience size: 985,200 - 1,200,000

Your criteria is currently set to allow Advantage+ detailed targeting.

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Close All edits saved Back Next

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad". The left sidebar shows a navigation menu with icons for home, analytics, notifications, and various ad tools. The main content area is divided into several sections:

- Top navigation:** Shows the campaign name "Pirate's Bay Visitation Ad", the audience "Wine Industry People", and "1 Ad". It includes "Edit" and "Review" buttons and a status indicator "In draft".
- Hide options:** A dropdown menu to toggle additional settings.
- Minimum age:** Set to 21.
- Exclude these custom audiences:** A list of excluded audiences including "Customer List" and "MADE Club Members", with a search bar for existing audiences.
- Languages:** Set to "All languages".
- Advantage+ audience:** A checked option with a description: "We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance." Below this is a link "About audiences" and an "Audience suggestion (optional)" button.
- Right sidebar (Summary):**
 - Campaign score:** 100, with the note "You're using our recommended setup."
 - Audience definition:** "Your audience is broad." It explains that broad audiences can improve performance and reach more people. A progress bar shows the audience is set to "Broad".
 - Estimated audience size:** 1,000,000 - 1,200,000.
 - Targeting note:** "Your criteria is currently set to allow Advantage+ detailed targeting." A note states: "Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data."

At the bottom, there are "Close" and "All edits saved" buttons on the left, and "Back" and "Next" buttons on the right.

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad". The left sidebar shows a navigation menu with icons for home, reports, notifications, and various ad tools. The main content area is divided into three sections:

- Top Bar:** Shows the campaign name "Pirate's Bay Visitation Ad", the audience "Wine Industry People", and "1 Ad". It includes "Edit" and "Review" buttons and a status indicator "In draft".
- Include these custom audiences:** A section for selecting target audiences. It lists "Customer List" and "New Subscribers" under the heading "Include people who are in at least one of the following". A search bar for "Search existing audiences" is also present.
- Demographics and Targeting:**
 - Age:** 21 - 65+
 - Gender:** All genders
 - Detailed targeting:** Includes "Interests > Food and drink (consumables) > Alcoholic beverages (food & drink)" and "Wine (alcoholic drinks)". A search bar for "Add demographics, interests or behaviors" with a "Browse" button is also shown.

On the right side, a "Campaign score" widget shows a score of 100, indicating a recommended setup. Below it, an "Audience definition" widget shows a progress bar from "Narrow" to "Broad", with the current setting at "Broad". It also displays the "Estimated audience size" as "Fewer than 1,000 Accounts" and "Center accounts".

At the bottom, there are "Close", "All edits saved", "Back", and "Next" buttons.

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad". The left sidebar shows a navigation menu with icons for home, analytics, notifications, and various ad tools. The main content area is divided into several sections:

- Ad transparency:** A section explaining that audience information may be displayed publicly on ads and in Meta's Ad Library. It includes a link to "About transparency".
- Beneficiary (optional):** A dropdown menu set to "Select a person or organization" and a toggle switch for "The person or organization paying for the ad is different".
- Placements:** A section titled "Choose where your ad appears across Meta technologies. Learn more".
- Account controls:** A section stating "No placement controls set".
- Advantage+ placements:** A section explaining that the budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

On the right side, there are two summary cards:

- Campaign score:** A green circle with the number "100" and the text "You're using our recommended setup."
- Audience definition:** A section stating "Your audience is broad." and "Broad audiences can improve performance and reach more people likely to respond." It includes a horizontal bar chart showing the audience size range from "Narrow" to "Broad".

At the bottom of the interface, there are buttons for "Close", "All edits saved", "Back", and "Next".

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad". The left sidebar contains navigation icons for home, notifications, creation, campaign, ad, and reporting. The main content area shows the campaign structure: "Pirate's Bay Visitation Ad" > "Wine Industry People" > "1 Ad". The "Placements" section is active, showing a message: "Facebook video feeds placement is no longer available. Please use the Facebook Reels placement instead." Below this, a list of placements is shown with checkboxes: Facebook Feed, Facebook profile feed, Instagram feed, Instagram profile feed, Facebook Marketplace, Facebook right column, Instagram Explore, Instagram Explore home, and Messenger inbox. A preview of a Facebook Marketplace ad for "Jasper's Market" featuring a burger is displayed. The "Campaign score" is 85, with a note: "Your campaign has room to improve." A recommendation states: "You could get better results with Advantage+ placements for 1 ad set" (+15 points). The "Audience definition" section notes: "Your audience is broad. Broad audiences can improve performance and reach more people likely to respond." At the bottom, there are "Close", "All edits saved", "Back", and "Next" buttons.

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Wide Vineyard Shot". The breadcrumb navigation at the top indicates the path: "Pirate's Bay Visitation Ad" > "Wine Industry People" > "Wide Vineyard Shot". The campaign status is "In draft".

Ad name: Wide Vineyard Shot. A "Create template" button is visible next to the name field.

Campaign score: 85. The score is displayed in a yellow circle, and the text below it reads "Your campaign has room to improve." There is an "Advanced preview" button next to the score.

Ad preview: A toggle switch is currently turned off.

Partnership ad: A toggle switch is currently turned off. The text below reads: "Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)".

Identity: The profiles that will be used in your ad.

*** Facebook Page:** A dropdown menu is set to "Tank Garage Winery".

Information: A note states: "Select a Page at the ad set level. For this ad, you must select a Page to represent your business at the ad set level. The same Page..."

At the bottom, there is a disclaimer: "By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#)." Below this, there are buttons for "Close", "All edits saved" (with a green checkmark), "Back", and "Publish".

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Wide Vineyard Shot" under the "Wine Industry People" ad account. The interface is divided into several sections:

- Left Sidebar:** Contains navigation icons for home, reports, a notification bell, a pencil (edit), a clock, a grid, a document, a group of people, a megaphone, a mobile device, a person icon, a question mark, a document with a checkmark, a gear, a magnifying glass, a speech bubble, and a shield.
- Top Navigation:** Shows the breadcrumb path: "Pirate's Bay Visitation Ad" > "Wine Industry People" > "Wide Vineyard Shot". It also includes "In draft" status and "Edit" and "Review" buttons.
- Ad Setup Section:**
 - Ad setup:** A dropdown menu currently set to "Create ad".
 - Format:** A section titled "Choose an ad creative layout." with three radio button options: "Single image or video" (selected), "Carousel", and "Collection".
 - Multi-advertiser ads:** A checkbox option with the text: "Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)".
- Destination Section:**
 - Destination:** A section titled "Tell us where to send people immediately after they tap or click your ad. [Learn more](#)".
 - Instant Experience:** A checkbox option with the text: "Send people to a fast-loading, mobile-optimized".
- Ad Preview:** A large area on the right side of the screen. At the top, it shows a "Campaign score" of 85 with the message "Your campaign has room to improve." Below this are "Ad preview" and "Advanced preview" buttons.

At the bottom of the interface, there is a disclaimer: "By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#)." Below this are "Close", "All edits saved", "Back", and "Publish" buttons.

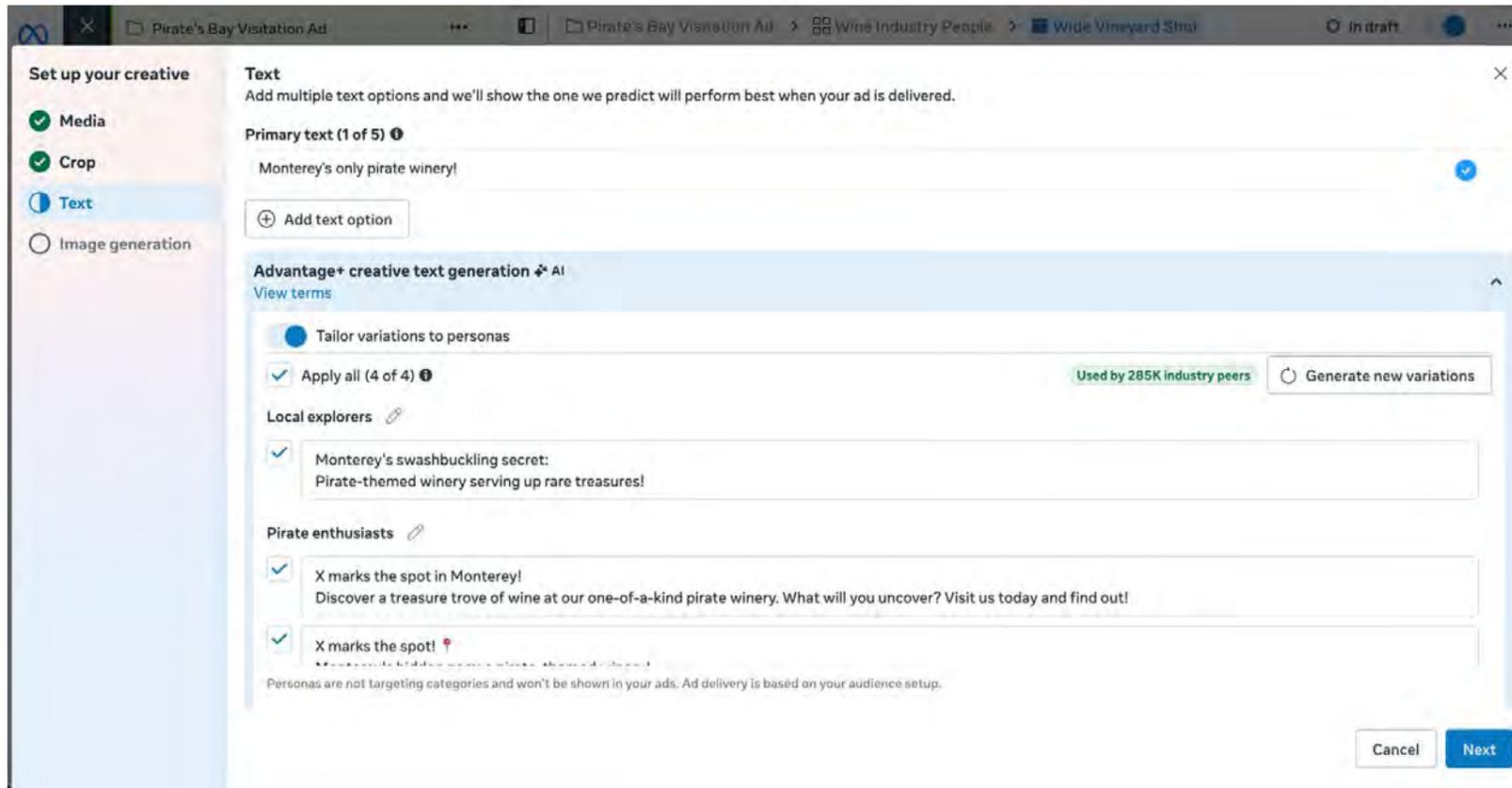
Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Pirate's Bay Visitation Ad" targeting "Wine Industry People". The selected ad is "Wide Vineyard Shot", which is currently in draft status. The interface is divided into several sections:

- Destination:** A dropdown menu is set to "Website", with the instruction "Send people to your website." Below this, the "Website URL" field contains "https://piratebaywine.com/v" and a "Preview URL" button. A notification states: "URL parameters have been moved to Tracking so you can manage them in one place. Go to Tracking".
- Display link:** A text input field with the placeholder "Enter the link you want to show on your ad."
- Mobile app:** A dropdown menu set to "Choose app".
- Campaign score:** A yellow circle with the number "85" and the text "Your campaign has room to improve." Below this are buttons for "Ad preview" and "Advanced preview".
- Ad preview:** A section titled "Now you can see more variations of your ad in previews" showing a mobile device mockup of the ad. The ad features the "Tank Garage Winery" logo, the URL "piratebaywine.com", and a "Learn more" button.

At the bottom of the interface, there is a disclaimer: "By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our Terms and Conditions." and buttons for "Close", "Back", and "Publish". A status bar at the bottom indicates "All edits saved".

Meta Ads 101: Hands-on Workshop



Meta Ads 101: Hands-on Workshop

Set up your creative

- Media
- Crop
- Text
- Image generation

Advantage+ creative image generation [View terms](#)

You can generate images with AI to add more media to your ad. We'll show the images when it's likely to help improve performance.

✓ In our experiment, campaigns with all ads adding AI-generated images saw **11% CTR lift** and **8% CVR lift**

Product image Full image Generate new images Select all

1 selected Media from you 0 selected Media from AI

Cancel Done

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface for a campaign named "Wide Vineyard Shot" under the "Wine Industry People" account. The campaign is currently in "In draft" status. The interface is divided into several sections:

- Left Sidebar:** Contains navigation icons for home, analytics, ad creation, and account management.
- Top Navigation:** Shows the campaign path: "Pirate's Bay Visitation Ad" > "Wine Industry People" > "Wide Vineyard Shot".
- Ad Preview Section:** Displays a "Campaign score" of 70, indicating the campaign has room to improve. It includes an "Ad preview" window showing a mobile view of the ad with a headline "2-for-1 tasting specials through Januarrhyy" and a background image of a vineyard. The ad also features a "Learn more" button and social interaction icons (like, comment, share).
- Configuration Section:** Includes options to "Add a destination", a "Headline" field with the text "2-for-1 tasting specials through Januarrhyy", and an "Advantage+ creative text generation" section with several suggested headlines like "Discover Monterey's Swashbuckling" and "Pirate Wine Awaits!".
- Bottom:** A "Publish" button is visible, accompanied by a disclaimer: "By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our Terms and Conditions." A "Close" button and a confirmation message "All edits saved" are also present.

Meta Ads 101: Hands-on Workshop

Pirate's Bay Visitation Ad > Wine Industry People > Wide Vineyard Shot

In draft

Edit Review

Description

Set on the pristine shores of Monterey, California is the US's only permitted Pirate Winery, serving swashbuckling plank experiences.

Call to action

Book now

Creative testing

Compare up to 5 different versions of your creative in a test that helps ensure delivery to new test ads. [About creative testing](#)

Set up test

Event details - Optional

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close Verifying your edits...

Back Publish

Campaign score 70
Your campaign has room to improve.

Ad preview Advanced preview

piratebaywine.com/visit
2-for-1 tasting specials through January

Book now

Like Comment Share

tankwinery X marks the spot!
Monterey's hidden gem: a pirate-themed winery...

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface. The main navigation bar at the top shows the path: Pirate's Bay Visitation Ad > Wine Industry People > Wide Vineyard Shot. The left sidebar contains various tool icons. The central area is dominated by a modal dialog box titled "Build a URL parameter".

Build a URL parameter

Campaign name campaign, ad set or ad when they are first published. We'll use those names as the parameter values during replacement. You can still edit your URL and campaign, ad set or ad names, but the parameters will always refer to the original names.

To identify a specific promotion or strategic campaign. For example: summer_sale.

Campaign content Name-based URL parameters will be set to the names provided for your campaign, ad set or ad when they are first published. We'll use those names as the parameter values during replacement. You can still edit your URL and campaign, ad set or ad names, but the parameters will always refer to the original names.

To differentiate ads or links that point to the same URL. For example: white_logo, black_logo.

Parameter preview

```
utm_source={{site_source_name}}&utm_medium=paid_social&utm_campaign={{campaign.name}}&utm_content={{ad.name}}
```

The background interface shows a blurred ad preview with the text "There is no preview to show for this ad." and a "Help me fix it" button. At the bottom right, there are "Back" and "Publish" buttons.

Meta Ads 101: Hands-on Workshop

The screenshot displays the Meta Ads Manager interface. On the left is a navigation sidebar with icons for home, reports, campaign, ad set, ad, and account. The main area shows a campaign named 'Pirate's Bay Visitation Ad' with an ad set 'Wide Vineyard Shot'. The ad is currently in 'Draft' status. The ad creative features a video of a pirate ship at a winery, with the text 'PIRATE BAY WINERY' and 'Monterey's only pirate winery!'. A 'Book now' button is visible on the ad. The interface includes options to 'Edit' or 'Review' the ad. Below the ad preview, there are sections for 'URL parameters' (utm_source={{site_source_name}}&utm_medium=paid_), 'Values previously set' (a warning message about campaign and ad names), 'Build a URL parameter', 'Third-party reporting tools' (listing Google Analytics 4 with measurement ID G-QL07N8GXHX), and 'Manage tags in Advertising settings'. At the bottom, there is a disclaimer: 'By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our Terms and Conditions.' and buttons for 'Close', 'Back', and 'Publish'.



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES