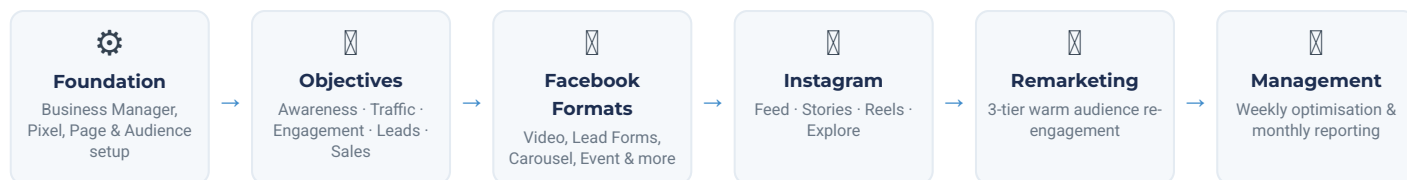


THE META ADS SYSTEM — FULL FUNNEL FROM AWARENESS TO LEAD GENERATION

Meta Ads — spanning Facebook and Instagram — reaches parents before they start searching, building brand awareness, emotional connection and trust during the consideration phase of their childcare journey. Meta's targeting lets a centre reach local parents with precision — by suburb, child's age, life stage, interests and behaviours. Lead capture and follow-up connect natively to **HubSpot CRM**, and tour bookings run through the **HubSpot Meeting Scheduler**.



SECTION A · FOUNDATION — ACCOUNT SETUP & TECHNICAL CONFIGURATION

A1 Meta Business Suite & Business Manager Setup

All Meta advertising is managed through Meta Business Suite (business.facebook.com). Configure the Business Manager with the centre's Facebook Page, Instagram account, Ad Account and payment method under a single verified business entity.

BUSINESS MANAGER CHECKLIST

- ▶ Create Business Manager under the centre's business name
- ▶ Add the Facebook Business Page as an asset; connect the Instagram Business account
- ▶ Create the Ad Account — currency AUD, time zone AEST; add a payment method
- ▶ Add team members with roles: Admin, Analyst, Advertiser
- ▶ Verify the business domain in Security Centre — required for full ad delivery

PAGE & INSTAGRAM OPTIMISATION

- ▶ Complete all Page fields: About, services, hours, phone, website
- ▶ Profile photo: centre logo, legible at thumbnail size; cover: children in the learning environment
- ▶ Instagram bio: 150 characters, suburb, link, contact button
- ▶ Instagram Highlights: Our Centre, Programs, Testimonials, Enrol
- ▶ Publish 12+ posts before running ads; enable and encourage Page reviews

A2 Meta Pixel & Conversions API — Tracking Setup

The Meta Pixel tracks visitor behaviour and powers remarketing and conversion optimisation. Implement both the Pixel (browser-side) and the Conversions API (server-side) to compensate for iOS privacy changes. Install via Google Tag Manager — never paste directly into site code — and test every event in Events Manager before launch.

Conversion Event	Trigger	Priority
Lead	Enquiry form submission — parent completes the contact form	Highest
Schedule	Tour booking via the HubSpot Meeting Scheduler — maps to Meta's Schedule event	Highest
Contact	Click-to-call or click-to-email on any page	High
ViewContent	Visited the fees, programs, or enrolment page	Medium
InitiateCheckout	Started but did not complete the tour booking	Medium
CompleteRegistration	Completed the full enrolment application	High

A3 Custom, Lookalike & Saved Audiences

Meta's targeting power comes from audience layering: Custom (warm first-party data), Lookalike (Meta finds users similar to your best families), and Saved (cold demographic/interest targeting).

CUSTOM AUDIENCES

- ▶ Website visitors — all pages, last 30 days
- ▶ Fees/enrolment page visitors, last 60 days (high intent)
- ▶ Video viewers — 50%+ watched on FB or IG
- ▶ Page & Instagram engagers — last 90 days
- ▶ Lead-form openers who didn't submit
- ▶ Your HubSpot enquiry & enrolled-family list (synced as a Custom Audience)

LOOKALIKE AUDIENCES

- ▶ 1% Lookalike of website visitors — tightest, highest-quality cold audience
- ▶ 1% Lookalike of your HubSpot family list — Meta finds parents like your enrolled families
- ▶ 2–3% Lookalike of video viewers — broader awareness reach
- ▶ Build Lookalikes from your highest-quality source first (CRM list > visitors > video)
- ▶ Geo-restrict all Lookalikes to a 5–8km radius

SAVED AUDIENCE (COLD)

- ▶ Location: 5–8km radius (or named suburbs)
- ▶ Age: 25–42 — primary parent range
- ▶ Gender: All — don't exclude fathers
- ▶ Parental status: children 0–3 and 0–5
- ▶ Life events: New Parent · Expecting Parent
- ▶ Interests: early childhood education, parenting, kindergarten

SECTION B · CAMPAIGN OBJECTIVES — CHOOSING THE RIGHT GOAL

B1 The Campaign Objectives for Childcare Centres

Meta organises campaigns by Objective — the outcome the algorithm optimises toward. Choosing the wrong objective is one of the costliest mistakes in Meta advertising.

Objective	Optimises For	When to Use	Funnel Stage
Awareness	Reach & ad recall	New centre, rebrand, new suburb, or a seasonal January enrolment push	Top
Traffic	Link clicks	Drive parents to fees explainer, virtual tour, or blog content	Top / Mid
Engagement	Reactions, comments, shares	Build social proof on key posts before conversion campaigns	Top / Mid
Leads	Lead-form or website leads	Primary conversion objective — Meta Lead Forms collect details in-app	Bottom
Sales	Pixel conversion events	Advanced campaigns once the Pixel has 50+ weekly events	Bottom

Lead Quality Tip — Meta Lead Forms

Always include a custom qualifying question (e.g. “What age is your child?” or “When are you looking to start?”). This filters out low-intent submissions so the team only follows up genuine prospects. Connect the Lead Form directly to **HubSpot** so every submission becomes a contact instantly.

SECTION C · FACEBOOK AD FORMATS — EVERY FORMAT & ITS BEST USE

SINGLE IMAGE ADS

- ▶ Most versatile — awareness, traffic, leads, remarketing
- ▶ 1200×628 (Feed) and 1080×1080 (Feed/Stories)
- ▶ Keep text under 20% of the image
- ▶ Best for vacancy announcements, CCS explainers, NQS achievements, staff spotlights
- ▶ CTA: Learn More · Book Now · Sign Up

VIDEO ADS

- ▶ Highest-performing childcare format — a 30–90s showcase builds trust fastest
- ▶ Feed 4:5 (1080×1350); Stories/Reels 9:16 (1080×1920)
- ▶ Always caption — 85% watched on mute
- ▶ Hook in the first 3 seconds; show centre name + suburb early and late
- ▶ Ideas: showcase tour, day-in-the-life, director intro, educator spotlight, testimonial

CAROUSEL ADS

- ▶ 2–10 scrollable cards, each with its own headline and link
- ▶ Card flow: hero → nursery → toddler room → outdoor → educators
- ▶ Final card: CTA “Book a free tour” with enquiry link
- ▶ Great for showing breadth of rooms and programs

LEAD ADS (NATIVE FORMS)

- ▶ A form opens inside Facebook, pre-filled from the profile
- ▶ Intro bullets: “CCS Approved” · “Limited Vacancies” · “Book a Free Tour”
- ▶ Custom questions: child’s age, hoping-to-start date, suburb
- ▶ Thank-you screen links to the HubSpot tour-booking page
- ▶ Connect the Lead Form directly to HubSpot (native integration) for instant automated follow-up
- ▶ Lead Forms generate 3–5× more leads at lower cost than website conversion campaigns

INSTANT EXPERIENCE (CANVAS)

- ▶ Full-screen mobile landing page that loads instantly in-app
- ▶ Combines video, images, text, carousels and CTA buttons
- ▶ Acts as a fast mobile centre brochure
- ▶ Structure: hero video → room photos → programs → “Book a Tour”
- ▶ Built with Meta’s native builder — no coding

EVENT & SLIDESHOW ADS

- ▶ Event Ads: promote an Open Day; parents tap “Interested”
- ▶ Run Event Ads 2–4 weeks before the date
- ▶ Slideshow: lightweight auto-playing video from stills
- ▶ Loads faster than video on slow connections
- ▶ A low-cost entry to video-style advertising

SECTION D · INSTAGRAM PLACEMENTS — FEED · STORIES · REELS · EXPLORE

Instagram is the primary visual discovery platform for Australian parents aged 25–40 — the exact demographic making childcare decisions. Instagram ads are set up within Meta Ads Manager and share the same targeting and budgets as Facebook, with platform-specific creative.

INSTAGRAM FEED & STORIES

- ▶ Feed: 4:5 vertical (1080×1350) — authentic over polished
- ▶ Warm, natural lighting signals a positive centre culture
- ▶ First 125 characters of the caption are critical — lead with the key message
- ▶ Stories: 9:16 (1080×1920), 15s video / 5s static; keep message in the middle 60%
- ▶ Use time-sensitive Stories: open days, vacancy alerts, link sticker CTA

REELS & EXPLORE

- ▶ Reels: fastest-growing format, highest organic reach; 9:16, up to 60s
- ▶ Often lower CPMs than Feed — cost-efficient for awareness
- ▶ Optimal length 15–30s; hook in the first 1–2 seconds
- ▶ Ideas: quick tour, educator intro, activity highlight, parent-tip series
- ▶ Explore Ads reach parents not yet following — good for new-audience building

SECTION E · META REMARKETING — RE-ENGAGING WARM PARENT AUDIENCES

E1 Three-Tier Remarketing Audience Structure

Remarketing re-serves ads to parents who already engaged — and delivers cost per lead 40–70% lower than cold campaigns. Build the suppression audience from your HubSpot enrolled/enquired lists.

Tier	Audience Segment	Recency	Message Approach
Tier 1 — Hottest	Started but didn’t complete the HubSpot tour booking	14 days	“Your tour booking is almost complete — pick a time that suits you.”
Tier 1 — Hottest	Visited enrolment or fees page	14 days	“Ready to secure your child’s place? Limited vacancies — enquire today.”
Tier 1 — Hottest	Opened a Meta Lead Form, didn’t submit	7 days	“You’re one step away — submit your details and we’ll be in touch within 24 hours.”
Tier 2 — Warm	All website visitors	30 days	“Still looking for childcare in [Suburb]? Book a free tour this week.”
Tier 2 — Warm	Video viewers (50%+)	30 days	“Loved what you saw? Experience [Centre] in person — book in 2 minutes.”

Tier	Audience Segment	Recency	Message Approach
Tier 3 — Cooler	Visitors 31–60 days; 25% video viewers	60 days	Re-engage with value content or the full showcase video
Suppress	Your HubSpot enrolled + enquired list	Ongoing	Exclude from ALL campaigns — already converted

SECTION F • CAMPAIGN STRUCTURE & BUDGET ALLOCATION

F1 Recommended Full Account Structure — 7 Campaigns

Separating campaigns by objective and funnel stage prevents audience overlap, gives clear budget control, and simplifies analysis.

Campaign	Objective	Audience	Daily Budget
1 — Awareness	Awareness	Cold — Lookalike 2–3%, Saved	\$8–10/day
2 — Traffic / Engagement	Traffic or Engagement	Cold — Lookalike 1–2%	\$10/day
3 — Lead Generation	Leads (Meta Lead Form)	Cold — Lookalike 1%, Saved	\$25/day
4 — Website Conversion	Leads (website)	Warm visitors + Lookalike 1%	\$10/day
5 — Remarketing Tier 1	Leads	Hottest Custom Audiences	\$10/day
6 — Remarketing Tier 2	Traffic or Leads	Warm Custom Audiences	\$8/day
7 — Event / Open Day	Engagement or Leads	Geo-targeted local parents	\$15–20/day

Limited Budget Priority

If total budget is capped at \$40/day, prioritise Lead Generation (\$24) and Remarketing (\$16). These deliver the most qualified enquiries per dollar for a local centre. Use Highest Volume bidding to start, and Campaign Budget Optimisation (CBO) for campaigns with multiple ad sets.

SECTION G • ORGANIC CONTENT & ONGOING MANAGEMENT

4 RECURRING CONTENT THEMES

- ▶ Educational: development tips, play-based learning, school readiness
- ▶ Community: events, celebrations, seasonal activities, staff milestones
- ▶ Social Proof: testimonials (with consent), review highlights, NQS achievements
- ▶ Behind the Scenes: a day in the life, educator spotlights, outdoor time
- ▶ Minimum 3 posts/week; plan the calendar 4 weeks ahead

WEEKLY & MONTHLY TASKS

- ▶ Weekly: check delivery, cost per lead, audience overlap, frequency, disapprovals
- ▶ Weekly: confirm the Meta → HubSpot lead integration is delivering contacts
- ▶ Monthly: full performance report (reach, CPM, CTR, CPL, total leads)
- ▶ Monthly: pause bottom-performing creative; review lead quality
- ▶ Quarterly: full creative refresh, Pixel audit, Meta Ad Library competitor review

SECTION H • PRE-LAUNCH CHECKLIST

ACCOUNT & PIXEL SETUP

- ▶ Business Manager created; Page + Instagram connected
- ▶ Ad Account: AUD, AEST, payment verified
- ▶ Pixel installed via GTM, verified with Pixel Helper
- ▶ Conversions API configured for iOS-resilient attribution
- ▶ All conversion events tested in Events Manager; domain verified
- ▶ Meta → HubSpot lead connection tested: Lead Form submission creates a HubSpot contact

AUDIENCES & CREATIVE

- ▶ All Custom Audiences created and populating
- ▶ Lookalikes built: HubSpot list, website visitors, video viewers
- ▶ Saved Audience: 5–8km, age 25–42, parental status, life events
- ▶ Centre showcase video uploaded and captioned
- ▶ Meta Lead Form created and tested with qualifying questions
- ▶ 12+ organic posts published on both platforms

CAMPAIGNS & COMPLIANCE

- ▶ All 7 campaigns built with correct objectives, audiences, budgets
- ▶ CBO enabled where multiple ad sets exist; frequency caps set
- ▶ Suppression list uploaded (HubSpot enrolled + enquiries)
- ▶ Ad copy reviewed against Meta policies
- ▶ UTM parameters on all destination URLs for GA4
- ▶ A test lead event confirmed in Events Manager before going live

Unlike Google Ads, which captures parents already searching, Meta Ads builds the desire to search. Every video view, carousel scroll and Lead Form submission adds a parent to a growing Custom Audience — and flows into **HubSpot** for automated follow-up — making future campaigns more precise, more efficient and less expensive over time.