

Facebook Ads

Strategy & Template

2 0 2 6

By Spotlight GB

Plan, launch, and optimise your Meta Ads campaigns for 2026 with a clear funnel, ad set framework, and seasonal event roadmap. This guide outlines how to run your ads across the year, what types of creatives to use, and when to push your biggest campaigns.

Campaign Flow Overview

1. Awareness Campaigns

Goal: Reach new audiences and build recognition.

Ad Sets: Broad interest, lookalike, and Advantage+ audiences.

Ad Types: Reels, short-form videos, image carousels, and boosted top-performing posts.

Tracking: Meta Pixel and Conversion API active from day one.

2. Consideration Campaigns

Goal: Generate engagement, traffic, and leads.

Ad Sets: Retarget video viewers, post engagers, and website visitors from the past 30 days.

Ad Types: Product demos, testimonials, and educational carousels.

Tracking: Tag events like View Content and Lead Initiated for remarketing.

3. Conversion Campaigns

Goal: Turn warm audiences into buyers or clients.

Ad Sets: Add-to-cart users, checkout initiators, and lead form openers.

Ad Types: Offer-based visuals, UGC-style videos, and strong CTA creatives.

Tracking: Purchase and Lead events synced via server-side API.

4. Remarketing Campaigns

Goal: Reconnect with users who didn't convert.

Ad Sets: Visitors and buyers from 7, 14, and 30-day windows.

Ad Types: Product reminders, testimonials, reviews, and WhatsApp click-to-chat ads.

Tracking: Multi-event tag setup across website and app.

5. Scaling & Optimisation

Goal: Increase performance and maintain stability.

Ad Sets: Merge best performers into Advantage+ campaigns.

Ad Types: Refreshed creatives every 3 to 4 weeks with new hooks and visuals.

Tracking: Weekly checks on ROAS, CTR, and cost per result.

2026 Seasonal Event Strategy

Plan your campaigns around key annual events to boost results and stay relevant.

Easter Offers (March - April)

- Run engagement and traffic campaigns with fun, themed creatives.
- Use bright visuals, limited "Easter Bundle" offers, and egg hunt promotions.
- Encourage interaction with quizzes, giveaways, and polls.

Summer Sales (June - July)

- Promote seasonal products or limited-time deals.
- Focus on bold video ads showing lifestyle and emotion.
- Use retargeting on users who engaged during spring.
- Ideal time to test Advantage+ Shopping Campaigns for scaling.

Autumn Refresh (September - October)

- Run "Back to Routine" or "Autumn Reset" campaigns.
- Use consideration ads with testimonials and problem-solving angles.
- Prepare retargeting lists for major Q4 campaigns.

Black Friday & Cyber Monday (November)

- Plan your ads at least 4 weeks early for best delivery.
- Build hype with countdown creatives and exclusive offers.
- Run conversion campaigns with urgency-based copy and strong CTAs.
- Test higher budgets for 3 to 5 days around the event period.

Christmas & Winter Deals (December)

- Use remarketing to reach past buyers and loyal followers.
- Create gift bundle creatives, festive offers, and emotional messaging.
- Include Messenger or WhatsApp CTAs for last-minute shoppers.
- End the year with brand awareness ads preparing for New Year 2027.

Recommended Funnel Timeline

Quarter	Objective	Key Campaigns	Focus Events
Q1 (Jan-Mar)	Awareness & data building	Engagement, traffic, lead gen	New Year, Valentine's, Easter
Q2 (Apr-Jun)	Consideration & brand trust	Retargeting, video ads	Spring sale, early summer
Q3 (Jul-Sep)	Conversion & scaling	Dynamic product ads, offers	Summer sale, Back-to-school
Q4 (Oct-Dec)	Remarketing & festive push	Retargeting, Advantage+	Black Friday, Christmas, Winter deals

How to Use This Template

1. Create your campaign sections in the attached Word or Google Docs template.
2. Fill in campaign details: objective, budget, duration, and target audience.
3. Track ad performance weekly: reach, CTR, conversions, and ROAS.
4. Use colour highlights for top-performing campaigns.
5. Save and export your plan as a PDF before launching or sharing.

Let's Build Your Funnel Together

This 2026 Facebook Ads Strategy gives you the structure — but success depends on testing, tracking, and creative direction.

Our team at **Spotlight GB** can plan, design, and manage your entire Meta Ads funnel so you can focus on scaling your business.

Book your free strategy call

Let's build your 2026 growth funnel together.