

PAID MEDIA · THE MASTER CHECKLIST FOR LINKEDIN AND META CAMPAIGNS

The Hyper-Targeted Growth Playbook.

Stop throwing money at the wall. Four parts, sixty-odd boxes: who you are talking to, how to reach only them, what to say, and the pre-flight checks that stop a campaign failing on a 404. Work through it before every launch and the guessing stops.

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The difference between a failed campaign
and a great one
is often one unchecked box.

This is the checklist we run before every paid campaign we launch. It sits alongside the LinkedIn Paid, Meta Ads and PPC Playbooks: those explain the why; this is the what, in the order you do it. Print it, tick it, keep it in the campaign folder.

Stop throwing money at the wall

Customer acquisition is one of the hardest challenges for any organisation, big or small. Without a framework, marketing often looks like a single, flat graph: spending money on blanket targeting, generic messaging and unverified channels, hoping something sticks.

The Hyper-Targeted Growth Framework is designed to replace guessing with consistency, reliability and profitability. Use this master checklist to validate your channels, refine your value proposition, and make sure every campaign you launch is optimised for return on ad spend.

01

Strategy and foundations

Who you are talking to and why they should care. Persona and value proposition, before a dollar is spent.

02

Audience building

Targeting the right people is most of the battle. The settings and exclusions that stop budget leaking to unqualified clicks.

03

Creative and copy

Your ad is the hook. If it does not stop the scroll, the settings do not matter.

04

Launch execution

The technical implementation that prevents 404 errors, dead pixels and wasted spend.

FIG. 1 · HOW TO READ THE CHECKLISTS

☐ Essentials

Must-haves. A campaign does not launch with one of these unticked.

☐ Recommended

Deep dives and pro tips. Do them once the essentials are in place.

☒ Mojo Dojo note

Where we have changed a step from the original, and why: usually a platform update or Australian law.

Buyer persona

Before spending a dollar on ads, you must define who you are talking to and why they should care. **Goal:** create a fictionalised but accurate representation of your ideal customer to guide all targeting and copy. The Buyer Personas Playbook has the long version.

THE ESSENTIALS · MUST-HAVES

- ☐ **Profile name.** Give the persona a name (“Manager Mike”) to humanise them.
- ☐ **Role context.** Function, seniority, company size, sector and location. The things you can actually target on.
- ☐ **Budget authority.** What they can sign off alone, and who they need for anything bigger.
- ☐ **Motivations.** What drives them personally and professionally?
- ☐ **Goals.** What are they trying to achieve in their role?
- ☐ **Frustrations.** What blocks them from their goals? This is where your product fits in.

RECOMMENDED DEEP DIVES

- ☐ **Interests.** What do they read, follow and attend in their working life?
- ☐ **Trusted brands.** What other companies and tools do they already trust?
- ☐ **Service behaviour.** How they currently use, buy or maintain similar products.
- ☐ **Opportunities.** Gaps in their current solutions that you can fill.

MOJO DOJO NOTE

The original asked for gender, age, marital status and income. We have dropped them: they are not what makes a B2B buyer buy, several are protected attributes under Australian anti-discrimination law when used to include or exclude an audience, and Meta and LinkedIn have removed most of them from B2B targeting anyway.

Value proposition

Goal: simplify your offer into a clear statement that a stranger understands in one reading. Every ad, landing page and sales conversation in the campaign inherits this sentence.

THE FORMULA

**“We help (X)
do (Y)
by doing (Z).”**

THE ESSENTIALS · MUST-HAVES

- ☐ **Pain-problem fit.** Does your proposition use the customer’s specific pain to frame the problem?
- ☐ **Funnel targeting.** Is the message aimed at the correct funnel stage: pains, gains, or jobs to be done?
- ☐ **Differentiation.** Clearly state how you are different from competitors.
- ☐ **Unique proposition.** Identify at least one area where you strictly outperform the competition.
- ☐ **Benefits over features.** Talk about the result (saving time), not the feature (a fast processor).

FIG. 2 · THE SAME OFFER, THREE WAYS

FEATURE

“Cloud-based payroll with 40+ integrations and real-time award interpretation.”

BENEFIT

“Pay 80 staff correctly in an afternoon, with no award errors.”

FORMULA

“We help hospitality groups with 50 to 200 staff run payroll in an afternoon by interpreting awards automatically.”



LinkedIn audience

Targeting the right people is most of the battle. **Goal:** reach decision-makers in a professional context without paying for waste. LinkedIn is the most expensive click in the plan, so every setting below is about not buying the wrong one.

CRUCIAL SETTINGS · SAVE MONEY

- ☐ **Disable audience expansion.** Never let LinkedIn guess your audience; it often guesses wrong.
- ☐ **Use manual bidding.** Keep control of your cost per click.
- ☐ **Bid low first.** Start 20% under the recommended bid to test traffic quality.
- ☐ **Exclude the Audience Network.** Keep ads off third-party partner sites where quality is lower.

PRO TIPS

- ☐ **Avoid job titles.** Target by function and seniority instead; titles vary wildly between companies.
- ☐ **Gated content only.** LinkedIn is expensive; run ads for high-value gated content (whitepapers, webinars), not generic homepages.

EXCLUSIONS · REFINE QUALITY

- ☐ **Exclude by organisation size.** Remove companies too small (no budget) or too big (too much red tape) for your offer.
- ☐ **Exclude job seekers.** Remove people looking for work, not software or services.
- ☐ **Exclude site visitors.** Give them a separate retargeting campaign; do not mix them with cold traffic.
- ☐ **Exclude non-profits.** Unless they are your specific target market.

80%

Of the battle is targeting. A mediocre ad in front of the right 2,000 people beats a brilliant one in front of the wrong 200,000. The LinkedIn Paid Playbook covers the creative that goes on top.

Meta audience

Goal: leverage the algorithm while keeping strict guardrails on location and quality. Meta rewards broad targeting with a good signal; your job is to give it the signal and fence off the waste.

CRUCIAL SETTINGS

- ☐ **Location accuracy.** Select “Lives in” rather than “Is in” to avoid targeting tourists and travellers.
- ☐ **Broad location.** Keep the geographic target as broad as your service area allows, to let the algorithm work.
- ☐ **Placement check.** Ads run only on specified placements (Feeds, Stories, Reels), not the low-quality Audience Network.
- ☐ **Age range.** Set the range that matches your persona’s working life; leave the rest to the algorithm.

MOJO DOJO NOTE

The original listed relationship status as a targeting field and mobile OS as a proxy for affluence. Both are gone. Meta has removed relationship status from most ad sets, and using a device as a wealth screen is the kind of inference that lands you in an ACCC or OAIC conversation. Target on what people do, not what they own.

ADVANCED TARGETING

- ☐ **Lookalike audiences.** Build them from your best customers, 1% first.
- ☐ **Retargeting.** A dedicated retargeting campaign, with its own creative and budget.
- ☐ **Exclude Page followers.** Treat them as a separate warm audience.
- ☐ **Exclude site visitors.** As with LinkedIn, move them to the retargeting campaign.

CUSTOM AUDIENCES AND CONSENT

Upload customer lists only where those people gave you their details for marketing and can opt out. Site-visitor audiences from your pixel are fine; your privacy policy must say the pixel is there. The Meta Ads Playbook has the full audience build.

Ad copywriting

Your ad is the hook. If it does not stop the scroll, the settings do not matter. **Goal:** write simple, persuasive copy that reads like a story.

THE ESSENTIALS

- ☐ **Simplicity.** No technical jargon. A twelve-year-old should understand it.
- ☐ **Spell check.** Typos destroy trust instantly.
- ☐ **No abbreviations.** Write words out fully for clarity.
- ☐ **Story arc.** Does the ad read logically, like a narrative?
- ☐ **“You” focus.** Use the word “you” to speak directly to the reader’s pain.
- ☐ **Intrigue.** Does the opening line create curiosity?

FORMATTING TRICKS

- ☐ **Break up the wall.** Short paragraphs and line breaks; emoji only if your brand already uses them, and sparingly.
- ☐ **Arithmetic signs.** Symbols like + – × = catch the eye in a text feed.
- ☐ **Headline punctuation.** No full stop at the end of a headline; it stops the reading flow.

FIG. 3 · THE CHECKLIST APPLIED

BEFORE

“Our best-in-class SaaS platform leverages AI-driven workflows to optimise HR ops for SMEs.”

AFTER

“Still doing payroll on a Sunday night?
You’re not alone. 80 staff + 3 awards = one
very long weekend. Here’s how three
Melbourne cafés got theirs back”

Video and visuals

Goal: maximise engagement on visual-heavy platforms. Facebook, Instagram and increasingly LinkedIn are watched on a phone, on mute, with a thumb already moving. Design for that.

VIDEO BEST PRACTICES

- ☐ **Length.** Keep video ads under 20 seconds for cold traffic.
- ☐ **The hook.** The first three seconds must be compelling enough to stop the scroll.
- ☐ **Sound-off optimisation.** Use captions; most people watch on mute.
- ☐ **Call to action.** Always end the video with a clear next step.
- ☐ **Instagram format.** Use video instead of GIFs for better-quality loops.

3s

To earn the next three.
Open on the problem, the
number or the face, never
on a logo.

20s

Ceiling for cold audiences.
Save the ninety-second
case study for retargeting,
where they already know
you.

3:1

Export every video in
vertical, square and
landscape so it fits Stories,
Feed and LinkedIn without
letterboxing.

TRUTH IN ADVERTISING

Before-and-after numbers, client names and “limited time” claims all have to be true and provable. The ACCC treats a paid social post exactly like a television commercial. If a result belongs to one client, say so; if the offer is not actually ending Friday, do not say it is.

Meta campaign execution

The technical implementation details that prevent 404 errors and wasted spend. **Goal:** launch a campaign that is measurable from the first click and does not need to be paused on day two.

THE PRE-FLIGHT CHECK

- ☐ **Headlines.** Make sure they do not cut off on mobile devices.
- ☐ **Link description.** Add a Feed link description for extra context.
- ☐ **Formats.** Test multiple formats: carousel, video, lead-gen forms.
- ☐ **Pixel check.** Verify the conversion pixel is firing correctly: send a test event.
- ☐ **URL check.** Click your own ad link to make sure it does not 404.
- ☐ **UTM tags.** Add UTM parameters so sources show up in Google Analytics.

OPTIMISATION RHYTHM

- ☐ **Day parting.** Do not run ads around the clock if your sales team is not online. Schedule for waking hours.
- ☐ **Check frequency.** Review performance at days 1, 3, 5 and 15. Not hourly.
- ☐ **Creative fatigue.** Rotate creative for Instagram in particular, to avoid ad blindness.

FIG. 4 · WHAT TO LOOK AT ON EACH REVIEW DAY

Day 1	Is it spending? Is the pixel recording? Any disapprovals?
Day 3	Click-through rate by creative. Kill anything under half the best.
Day 5	Cost per lead against target. Landing-page conversion rate.
Day 15	Lead quality from sales. Frequency above 3? Refresh creative.

LinkedIn campaign execution

Goal: a lead-gen campaign where every field, button and follow-up email has been tested by a human before the first impression is bought.

THE PRE-FLIGHT CHECK

- ☐ **Intro text.** Use the introductory text, headline and description fields, all three.
- ☐ **Form fields.** Ask only for what sales will use. LinkedIn auto-fills, so a few extra fields rarely hurt conversion, but every field is data you must protect.
- ☐ **CTA button.** The button text matches the offer: “Download” for a guide, not “Learn more”.
- ☐ **Aspect ratios.** Upload horizontal, vertical and square images to fit every placement.
- ☐ **Email trigger.** Test that the gated content is actually emailed, immediately, on form fill.

PRO TIPS

- ☐ **Ad volume.** Create at least five ads per campaign; LinkedIn allows bulk upload.
- ☐ **Lead-gen flow.** The user lands on a thank-you page after filling in the form, with the file on it.

MOJO DOJO NOTE · WHAT HAPPENS TO THE LEAD

A LinkedIn lead form gives you a work email with consent for the thing they downloaded. Under the Spam Act you may follow up about that topic with a working unsubscribe; you may not add them to every list you own or hand them to a dialler. Download the leads within LinkedIn’s 90-day window or connect the CRM before launch.

SPEED TO LEAD

A human reply within one business hour roughly doubles meeting rates compared with next-day. Put the notification in the seller’s inbox, not a shared one.

Before you press launch

CAMPAIGN · PLATFORM · OBJECTIVE

PERSONA · OFFER

BUDGET · LAUNCH DATE · OWNER

PART 1 · FOUNDATIONS

- ☐ Persona named, with role, authority, goals, frustrations
- ☐ “We help X do Y by Z” written and agreed
- ☐ Pain-problem fit; correct funnel stage
- ☐ One differentiator stated; benefits, not features

PART 2 · AUDIENCE

- ☐ LinkedIn: expansion off, manual bid –20%, no Audience Network
- ☐ LinkedIn: size, job seekers, site visitors, non-profits excluded
- ☐ Meta: “Lives in”, broad geo, placements fenced
- ☐ Meta: followers and site visitors in their own retargeting set

PART 3 · CREATIVE

- ☐ Copy: no jargon, no abbreviations, spell-checked
- ☐ Opens with intrigue; speaks to “you”; reads as a story
- ☐ Video under 20 s, hook in 3 s, captioned, ends on a CTA
- ☐ Every claim true and provable

PART 4 · LAUNCH

- ☐ Pixel test event received; UTMs on every link
- ☐ Own ad clicked; no 404; headline fits on mobile
- ☐ Lead form → email → thank-you page tested end to end
- ☐ Review dates in the calendar: days 1, 3, 5, 15

SIGN-OFF

Marketing

Sales

Date

You now have the framework.

The difference between a failed campaign and a great one is often just one unchecked box: a pixel that never fired, an audience LinkedIn quietly expanded, a headline that cut off on a phone. None of it is clever. All of it is discipline. Run the list every time and the results stop being a surprise.

START HERE THIS WEEK

01

Write the one sentence: "We help X do Y by doing Z." Read it to someone outside the business.

02

Open your live campaigns. Turn off audience expansion and the Audience Network on every one.

03

Print page 12. Run it against your next launch before it goes live, and keep the signed copy.

Ready to scale? Let's run it together.

Book a free strategy session →

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AUSTRALIA

1800 959 990

Suite 20 / Level 5
150 Albert Rd, South Melbourne VIC
3205

UNITED STATES

888 234 2349

730 Ripple Brook Ln
Elgin, IL 60120

UNITED KINGDOM

020 4634 5777

Unit 61, 38-40 The Oval
London E2 9DT

*mojo
dojo*