

Marketing Playbook



Help Desk

By: Christopher Sciuillo

1. Playbook - Fixes for the Top 3 Problems

Quick Hook

Ads are glitchy, search is getting hijacked by AI summaries, and costs + attribution are a mess. Do these steps now to stop bleeding, get real measurement back, and protect Q4 results.

1) Meta Ads Meltdown - Recovery Playbook

Why this matters: Meta ad delivery has had recent glitches and weird delivery behavior that spike CPMs and burn budget. Treat this as both a technical problem and a strategy problem.

IMMEDIATE (0–72 hours) - Stop the bleeding

1. Pause high-spend campaigns that show sudden CPM/CPA spikes (>30% WoW) OR that spent a lot with near-zero conversions.
2. Run a 24-hour technical audit:
 - Open Events Manager → Test Events: confirm pixel fires on page_view, add_to_cart, purchase.
 - Place a real test order (or use Sandbox) to confirm checkout, payment, and post-purchase thank-you page.
 - Confirm payment gateway & SMS/email flows (broken links often lose conversions).
3. Check Ads Manager diagnostics & delivery columns for “Not delivering” or “Update required” messages; duplicate any affected ad into a fresh ad set to test.
4. Reduce daily budget to a safe level for paused/diagnosed campaigns (e.g., 20–30% of previous) while testing.

SHORT TERM (1–3 weeks) - Rebuild safely

5. Rebuild learning campaigns with small budgets:
 - 3 creatives × 3 headlines × 2 CTAs = test matrix.
 - Run until ~50–100 conversions per winning ad set.
 - Use lookalikes from high-engagement custom events (purchases, 75% video view).
6. Use urgency/offers tied to specific dates (holiday themes, limited stock).
7. Diversify spend: move 20–30% of your Meta budget to alternatives (TikTok or Google Performance Max).

MEDIUM TERM (1–3 months) - Harden your stack

8. Set automated budget rules (pause on CPA > 2x goal; decrease spend if CTR drops 20%+).
9. Monthly QA: pixel health check, page speed, checkout flows, and rotate creatives every 3–4 weeks.

2) Google AI Overviews & Spam - Visibility Playbook

Why this matters: AI Overviews and generative search are surfacing summaries that can pull clicks away from your site. If your content isn't easily digestible by AI, it may never be used in answers - or it may be replaced by low-value spam.

IMMEDIATE (0–72 hours) - Make vital pages AI-friendly

1. Identify pages that lost traffic last 7–30 days in GA4/Search Console.
2. Add or clean FAQ blocks on product/high-intent pages - short Q&A lines.
3. Add schema (JSON-LD) for Product and FAQ to those pages.

SHORT TERM (1–3 weeks) - Build trust signals

4. Create short, fact-first content (300–600 words) answering buyer questions.
5. PR & mentions push: Pitch trusted sites/blogs for features. Backlinks boost authority.
6. Monitor AI answer presence in ChatGPT, Perplexity, and Google.

MEDIUM TERM (1–3 months) - AEO + SEO hybrid

7. Adopt Answer Engine Optimization (AEO):
 - Map top buyer questions → write concise answers.
 - Use schema, structured data, clear headers.
8. Test long vs short answers for same query and track clicks.
9. If AI dumps broken answers, file DMCA/complaints and monitor.

3) Rising Ad Costs & ROI Measurement - Attribution Playbook

Why this matters: Costs are up and first-party measurement is now essential. Server-side tracking and multi-touch attribution give you better data and reduce lost conversions.

IMMEDIATE (0–72 hours) - Patch tracking leaks

1. Map your conversion funnel.
2. Add UTM templates to all landing URLs.
3. Turn on platform test tools (Meta Test Events, GA4 DebugView).

SHORT TERM (1–3 weeks) - Implement server-side & multi-touch

4. Launch Server-Side tracking/Conversions API (FB CAPI, GA4 server container).
5. Hash and send PII safely (email, phone).
6. Implement basic multi-touch model (first + last + time decay).

MEDIUM TERM (1–3 months) - Move to outcome metrics

7. Shift reporting to LTV & CAC instead of only CPA/ROAS.
8. Use predictive ROI models weekly.
9. Audit poor performers monthly and reallocate budget.

Practical Templates & Snippets

A. 24-Hour Meta Tech Audit Checklist

- Pixel fires on page_view, add_to_cart, purchase
- Test purchase placed
- Checkout/payment flows work
- Check Ads Manager errors
- Duplicate 1 paused ad for test

B. Server-Side Event Mapping

- page_view, view_item, add_to_cart, purchase
- Send user_data hashed (email, phone)
- Include event_time

C. PR Outreach Email

Subject: Quick Q - product kit for your next buyer's guide

Hi [Name], we just launched a kit that helps [audience] with [result]. Would you consider a mention? I can send data, images, and a 30-sec quote. Thanks,
[Your name]

D. UGC Brief for Creators

- Hook (3-5 words)
- Show product in use (3-5s)
- Give one benefit line
- CTA: Shop link or coupon

E. Ad Test Matrix

- Headlines: H1, H2, H3
 - Visuals: V1 (hero), V2 (demo), V3 (UGC)
 - CTA: Shop Now / Learn More
- = 18 variants. Run until 50 conversions or 7 days.

Marketing Playbook



In "Marketing Playbook," discover essential strategies to tackle the most pressing challenges in today's digital advertising landscape. From navigating Meta's ad delivery issues to combating AI-generated search summaries, this comprehensive guide offers actionable solutions and practical templates to optimize your campaigns and safeguard your Q4 results. Transform chaos into clarity and ensure your marketing efforts yield measurable success.