



DEMYSTIFYING PAID ADS

2026

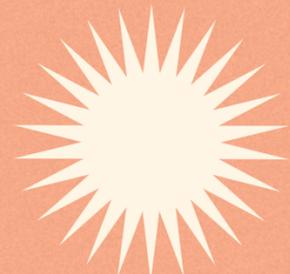
FOR LOCAL
WELLBEING
HOSPITALITY &
EVENTS
BUSINESSES
RETAILERS &
MAKERS

PRESENTED BY
SASCHA WAY

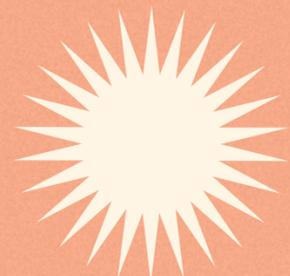
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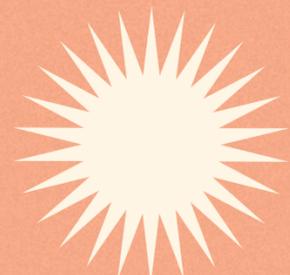
WHO WE ARE



Sascha Way - Co-founder; B2C, (inc hospitality, events, retail) strategy & paid social specialist



Jo Sutherland - Co-founder (here tonight!); B2B, strategy and LinkedIn specialist.



Wise Bird Marketing - Ox/Bucks based Digital Marketing agency working with local & national brands



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LOCAL PAID CAMPAIGNS WE'VE RUN

REMENHAM FARM

remenhamfarm Sponsored

REMENHAM FARM
DURING HENLEY ROYAL REGATTA

PRIVATE PAVILIONS
DURING HENLEY REGATTA

Enjoy your own private Pavilion - celebrate with friends, family, colleagues, or clients

Book now

This is a screenshot of a sponsored Instagram post. At the top, it shows the profile 'remenhamfarm' with a 'Sponsored' tag. The main image is a promotional graphic for 'PRIVATE PAVILIONS DURING HENLEY REGATTA' at Remenham Farm. The graphic features a background image of a long white tented pavilion along a riverbank. A pink callout box contains the text 'Enjoy your own private Pavilion - celebrate with friends, family, colleagues, or clients'. At the bottom of the graphic is a 'Book now' button with a right-pointing arrow.

COPPA CLUB



THE SWAN AT STREATLEY

The Swan at Streatley Sponsored

Tie the knot. Pop the champagne. Set sail. Couples who book their wedding before March receive a complimentary two-hour skippered boating experience - our gift to you, on your biggest day. A little extra magic on the water.

COPPA CLUB CO.U Your Big Day By The River Learn More

COPPA CLUB CO.U Weddings At The Swan Complimentary Boating... Learn

By The River Complimentary Boating...

This is a screenshot of a sponsored Instagram post for 'The Swan at Streatley'. The post features a text-based advertisement for wedding services, including a complimentary boating experience for couples who book before March. Below the text are two small images: a bride and groom on a boat and a wedding reception. At the bottom, there are navigation arrows and a 'Learn More' button. The text 'COPPA CLUB CO.U' is visible in the background of the post.

WHAT YOU'LL WALK AWAY WITH

- ☀ When paid ads are actually worth it
- ☀ Which platforms fit small/local businesses
- ☀ Realistic budgets (including very small ones)
- ☀ How to balance organic vs paid
- ☀ What you can DIY vs when to call in help
- ☀ How to tell if your ads are actually working

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FIRST: LET'S BUST A FEW MYTHS

“You need huge budgets for ads”



“Boosting posts is ‘doing ads’”



“If ads don’t work in a week, they’ve failed”



Truth: you can start small with a plan & patience



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META VS GOOGLE VS TIKTOK (THE SIMPLE VERSION)



Great for local events, hospitality, wellbeing, lifestyle products; visual, storytelling, local targeting, retargeting



Great for active search; “yoga near Henley”; “restaurant in Henley” - high intent



Fun, visual products & younger audiences; needs lots of short video

META FOUNDATIONS: TRACKING & ACCESS



Ensure you have the following set-up

Meta Business
Manager / Ad
Manager set up
(not just
boosting).

Add payment
method properly.

Basic website
analytics &
pixel/tracking
set up so you
can see what
happens after
the click.

THE 5-PART PAID ADS FRAMEWORK



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STEP 1: GET CRYSTAL CLEAR ON YOUR OBJECTIVE

-  Sell tickets to a local event
-  Book appointments for a wellbeing service
-  Sell a product (online or in-store)

Each goal → different
Meta campaign type:
Awareness, Traffic,
Leads, Sales

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STEP 2: AUDIENCE – WHO & WHERE?



Start with location radius – Henley + X miles / specific towns



Add interests & behaviours – events, live music, foodies, wellness, families, fashion



Warm vs cold audiences:

- Existing followers, email list, website visitors = warm (cheaper to convert).
- Completely new people = cold.

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STEP 3: CREATIVE – THE BIT THEY ACTUALLY SEE



Strong hook in first 3 seconds / first line
Visual that shows the experience (venue, treatment, product), not just text



Clear, specific call to action



Test multiple creatives – aim for 3–5 versions

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STEP 4: BUDGET – HOW MUCH DO YOU REALLY NEED?



You can start small:

- £2–£5/day for awareness or lead tests



For consistent sales, think bigger:

- Around £20–£30/day if offer & funnel are strong



Better to fund 1 focused campaign than 5 weak ones

Tip: Work out out how much you should spend by looking at your cost of production. and how much ROI or ROAS you need.

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STEP 5: MEASUREMENT – KNOWING IF IT WORKED

 Awareness → Reach, Engagement, ThruPlays

 Traffic → CTR, landing page views

 Leads/Sales → Cost per lead/sale, conversion rate

Tip: Focus on

1-2 key metrics tied to your goal eg Cost Per Sale.

2-3 supporting metrics CTR, Drop off, Engagement (is the creative resonating)

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GIVE YOUR ADS TIME TO LEARN

First 7–14 days = learning phase
Results may bounce around
early – that's normal



Avoid making big changes too
soon



Make small, steady tweaks



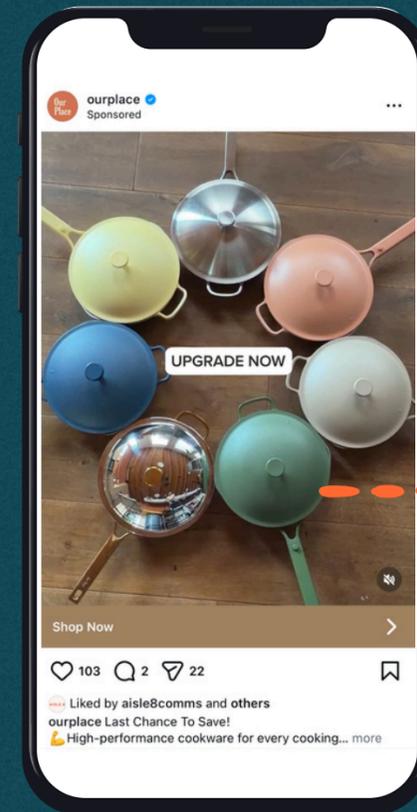
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IF CLICKS DON'T TURN INTO CUSTOMERS...

Ads bring traffic, your website landing page has to convert

Check:

- Mobile-friendly?
- Is the offer clear?
- Is it easy to book/buy?



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ORGANIC VS PAID – NOT EITHER/OR

- Organic ➤ Builds trust & shows personality, tells your brand story
- Paid ➤ Scales reach when you have something to promote

Best results = Organic + paid working together

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EXAMPLE: LOCAL EVENT CAMPAIGN



Organic:

Build buzz with regular posts, stories, collabs, tagging partners/talent



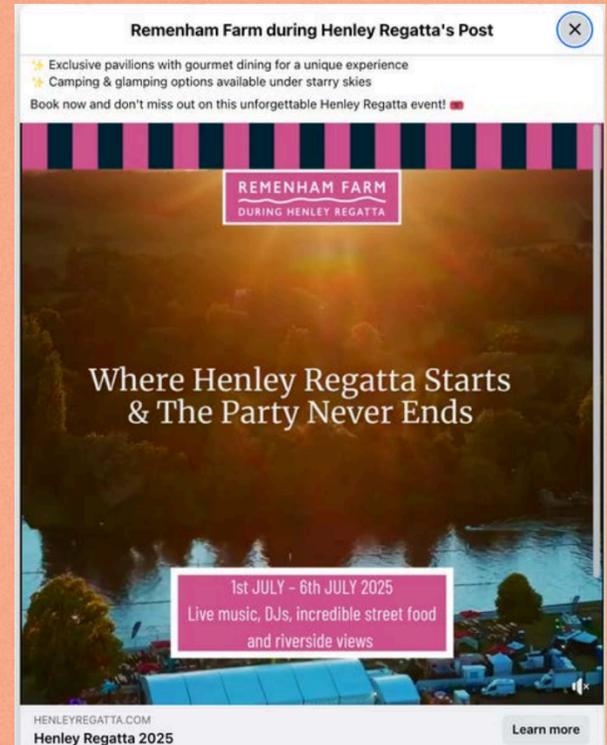
Paid (Meta):

- Local radius, interest-based audiences
- “Last tickets”, specific dates and CTAs



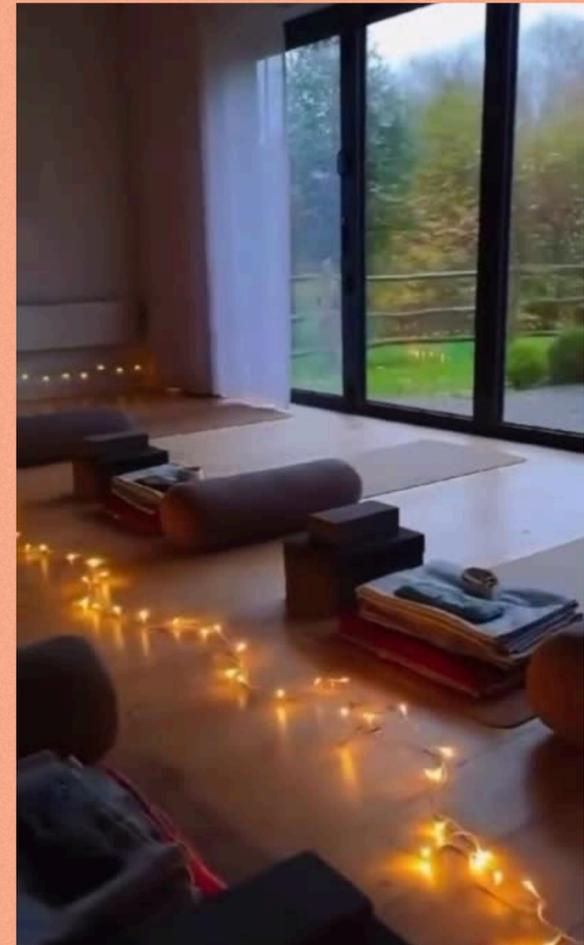
Google: Less effective as search is low

For Remenham Farm we used Paid to fill events, drive table bookings and raise awareness among exactly the right people nearby.

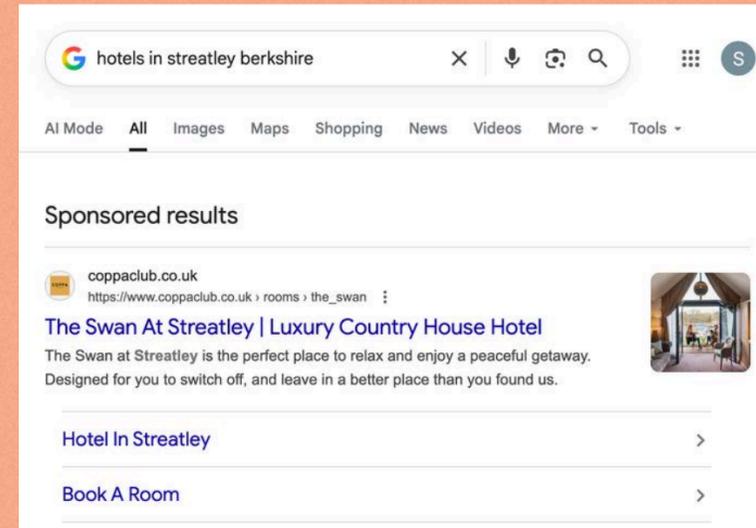


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EXAMPLE: ALWAYS ON HOSPITALITY



**Organic: Keep venues “front of mind”.
Spotlight seasonal moments + event highlights**



**Meta Ads: Build local awareness and drive direct table + stay bookings.
PLUS Geo-targeting: tight radius for locals, wider reach (including London) for getaways.
Retargeting (site visitors + social engagers) to convert interest into bookings at a lower cost than cold audiences.**



Google: Strong for “ready-to-book” searches (hotel, restaurant, brunch, riverside stay).

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BUDGET SCENARIOS: WHAT WOULD WE DO?

With £500/month:

- 1–2 campaigns on Meta
- One clear goal each
- Add retargeting if you have traffic

With £100 total:

- 1 focused test campaign
- Clear goal (e.g. X ticket sales or Y leads)
- Treat as learning, not “get rich quick”

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WHAT CAN YOU DO YOURSELF?

DIY is realistic if you:

- Are happy to learn Meta Ads Manager
- Can check your ads weekly

Consider an agency when:

- Spending £500+ month
- You have multiple goals
- Stuck interpreting the data

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WHY BOOSTING POSTS ISN'T A STRATEGY



Boosts are mainly for engagement, not conversions

Limited control over:

- Objective
- Optimisation
- Placements, audiences

Ads Manager campaigns = better value & results

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YOUR WEEKLY ADS CHECK-IN

Check spend vs results vs your goal  Decide one small tweak to test next week



Look at CTR – are people clicking?



Traffic → landing page views



Compare creatives – which ones performing



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BIGGEST SMALL-BUSINESS MISTAKES WITH ADS

-  Only using Boost Post
-  Spreading tiny budgets across too many campaigns
-  No clear objective or success metric
-  Targeting too wide / wrong locations
-  Ignoring the website/booking page experience

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YOUR 7- STEP PAID ADS CHECKLIST



- Choose one clear goal
- Define who & where you're targeting
- Check your website /booking page first
- Set up Meta Business Manager & Ads Manager
- Create 3-5 creatives for one campaign
- Decide your success metrics
- Run for 7-14 days, then review & tweak

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HOW WE CAN HELP...

Wise Bird supports:

- Local events, hospitality & wellbeing
- Small producers & retailers
- B2B campaigns (Jo's speciality)

Talk to us about:

- Power hours & audits
- Campaign set-up & management
- Ongoing optimisation & reporting

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