

A FREE RESOURCE FROM SYVERA STUDIO

The Performance Marketing Starter Pack

Everything you need to know before you spend a single rupee, pound, or dollar on paid ads. Built for founders and marketers who want to run profitable campaigns , not expensive experiments.

Performance marketing is the difference between hoping your ads work and knowing exactly which ones do. But run badly, paid advertising is the fastest way to burn through a marketing budget with nothing to show for it. This starter pack walks you through the essentials , so your first campaigns are profitable, not punishing.

What's inside: The core metrics, how to set a sensible budget, the difference between platforms, what makes great creative, landing page essentials, and how to read your data without getting overwhelmed.

What Performance Marketing Actually Is

Performance marketing is paid advertising where every pound, dollar, or rupee spent is measured against a specific, trackable outcome. Unlike brand advertising, which builds long-term awareness, performance marketing is judged purely by the numbers.

How it's different from traditional advertising

- Every click, conversion, and sale is tracked back to a specific ad
- Budgets are scaled up or down based on real performance, not gut feeling
- Creative, targeting, and copy are tested continuously
- You can start with a small budget and grow only what works

The Five Metrics You Must Know

Master these five metrics and you'll be ahead of 90% of small businesses running paid ads.

1. CPC , Cost Per Click

How much you pay each time someone clicks your ad. Useful for tracking traffic efficiency, but a low CPC means nothing if those clicks don't convert.

2. CPM , Cost Per Thousand Impressions

How much you pay for 1,000 ad views. Mainly used for awareness campaigns or visual platforms like Meta and TikTok.

3. CTR , Click-Through Rate

The percentage of people who see your ad and click it. A strong CTR (above 1% on most platforms) suggests your creative and targeting are working.

4. CPA , Cost Per Acquisition

How much you pay to acquire one customer. This is the single most important metric for most businesses , because it tells you whether you're actually making money.

5. ROAS , Return on Ad Spend

Revenue divided by ad spend. A ROAS of 4 means you make £4 for every £1 spent. Anything below 1 means you're losing money on every sale.

Setting a Sensible Starting Budget

There's no universal 'right' budget, it depends on your industry, audience, and goals. But these rules will keep you safe.

The three-rule starting framework

- **Start small enough to learn.** A budget of £20-£50 per day is usually enough to gather initial data.
- **Spend long enough to be meaningful.** Run any campaign for at least 14 days before making major decisions.
- **Have a target CPA before you start.** Calculate the maximum you can afford to spend per customer and protect it.

A quick way to calculate your max CPA: Average customer profit \times 0.3 = Maximum CPA. If your average customer is worth £300 profit, don't spend more than £90 to acquire them. This leaves room for other costs and still keeps the campaign profitable.

Google Ads vs Meta Ads , Which First?

These are the two largest paid platforms, and they work in fundamentally different ways. Pick the right one first and you'll save serious budget.

Use Google Ads when...

- Your customers actively search for what you sell ('emergency plumber', 'best CRM')
- You have a high-consideration product or service
- You want to capture intent that already exists
- Your average sale value is high enough to absorb higher CPCs

Use Meta Ads (Facebook/Instagram) when...

- You have a visually compelling product or service
- Your audience doesn't actively search for what you sell yet
- You want to create demand, not just capture it
- You have strong creative , video, lifestyle photography, or strong design

What Makes Great Ad Creative

In 2026, creative quality matters more than ever. AI-driven platforms have made targeting close to identical , so your ad creative is what separates winners from losers.

	Hook within the first 1-3 seconds (especially for video)
	One clear, single message per ad , don't try to say everything
	Mobile-first format , vertical video, square images, large text
	A specific, benefit-led call to action (not just 'learn more')
	Social proof included (reviews, ratings, customer numbers)
	Strong visual contrast that stands out in a fast-scrolling feed
	Multiple variations tested simultaneously , 3-5 angles minimum
	Refreshed every 2-4 weeks to prevent creative fatigue

Landing Pages That Convert

Even a brilliant ad fails if it sends traffic to a weak page. The landing page is where ad clicks become actual customers.

	Headline matches the promise made in the ad
	Page loads in under 3 seconds on mobile
	One single, clear goal per page , not three competing CTAs
	Benefits are stated before features
	Social proof appears within the first scroll
	Forms ask for the minimum information needed
	Mobile design is excellent (the majority of paid traffic is mobile)
	Page can be A/B tested and updated quickly without a developer

Tracking and Attribution

If you can't track what's working, you can't scale it. Set up tracking properly before you spend a single pound.

<input type="checkbox"/>	Google Analytics 4 installed and conversions configured
<input type="checkbox"/>	Google Tag Manager set up to manage all marketing tags
<input type="checkbox"/>	Meta Pixel installed (if running Meta Ads)
<input type="checkbox"/>	Conversion API or server-side tracking enabled where possible
<input type="checkbox"/>	UTM parameters used on every paid campaign
<input type="checkbox"/>	Phone calls tracked if your business takes call-based leads
<input type="checkbox"/>	CRM connected to track leads through to actual revenue

Common Mistakes That Kill Profitability

- **Spending too small to learn:** a £100 total budget can't tell you anything meaningful
- **Killing campaigns too early:** most platforms need 7-14 days of learning before performance stabilises
- **Optimising for the wrong metric:** chasing low CPCs while ignoring CPA
- **Weak landing pages:** sending great ads to bad pages and blaming the ads
- **Running only one ad variation:** you can't optimise without comparison data
- **Manual bidding with no experience:** let platform AI do the work in most cases
- **Not tracking conversions properly:** running blind is the most expensive habit in paid ads

READY TO RUN?

Paid ads can be one of the best investments in your business , or the worst.

If you'd like a partner who builds, runs, and continuously optimises performance campaigns that actually pay for themselves, we'd love to help.

Want profitable paid ads?

Book a free 30-minute strategy call. We'll review your goals and map a campaign plan built for measurable ROI.

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