

# Before You Hire: 8 Questions to Vet a Meta Ads Pro

These questions go beyond the basics. They're designed to help you identify whether someone truly understands paid social, campaign management inside Meta, and how to adapt to the structure of a franchise brand.

1

## Who owns the ad account and all connected assets (Pixel, audiences, pages)?

### **Why it matters:**

You should always retain ownership — not just access. You need to be able to remove a partner or switch providers without losing your data or performance history.

### **What to listen for:**

We'll request access to your Business Manager" or "You'll invite us to your account." Avoid any setup where the agency owns the account.

2

## Can you walk me through campaigns you've managed for similar franchise or service-based businesses?

### **Why it matters:**

Multi-location service brands behave differently from ecommerce. You want someone who understands local targeting, market saturation, overlapping audiences, and working within brand standards.

### **What to listen for:**

Specific examples. Did they run localized ads for a franchise? How did they handle overlapping ZIP codes? Were they responsible for one region or the national strategy?

3

## How do you structure campaigns — and why?

### **Why it matters:**

There's no one-size-fits-all strategy. A smart buyer will know when to use campaign budget optimization vs. ad set budgets, how to group creative for testing, and how to structure for month-over-month comparison.

### **What to listen for:**

"We keep engagement content in one evergreen campaign for better historical data," or "We separate top- and mid-funnel objectives into distinct campaigns." They should be opinionated and intentional.



CHATTERKICK

4

## What metrics do you track for performance — and how do you report them back?

### **Why it matters:**

If someone only talks about impressions or reach— run. Those are surface-level. You want conversion rates, cost per lead, sentiment trends, and benchmark comparisons.

### **What to listen for:**

“We include benchmarks and context in our reports, and prioritize cost per quality engagement over vanity metrics.” Ask to see a sample report.

5

## How do you approach pixel setup, tracking, and custom audiences?

### **Why it matters:**

A real pro will prioritize tracking. Without a pixel, you can't retarget or measure downstream impact. They should have a plan for using existing pixel data, custom events, and exclusions.

### **What to listen for:**

“We'll request access to the national Pixel,” “We build audiences based on video views, post engagement, and site traffic,” “We exclude past engagers to keep reach fresh.”

6

## What's your role in creative strategy? Are you advising, producing, or just loading assets?

### **Why it matters:**

The performance of your ads often comes down to the creative. You don't need someone who can make Reels, but you do need a partner who can tell you what type of creative converts.

### **What to listen for:**

“We audit your content and recommend formats that work well,” or “We advise using top-performing organic content in engagement ads and highlight your most human moments.”

7

## Do you use Advantage+ placements and creative? Why or why not?

### **Why it matters:**

These Meta automation tools can help or hurt. A seasoned buyer knows when to use them — and when to opt for manual control.

### **What to listen for:**

“We test Advantage+ placements but avoid Advantage+ creative for branded content,” or “We use automatic placements for video but customize placements for stills.” If they say “We just let Meta decide everything,” it's a red flag.

8

## What's your pricing structure — and what exactly is included?

### **Why it matters:**

There's a difference between someone who just sets up your ad and someone who monitors, reports, optimizes, and adjusts. Ask for clear breakdowns.

### **What to listen for:**

“We charge a flat fee that includes setup, reporting, and light creative support,” or “Ongoing optimization is built into our retainer — we don't charge extra to adjust your campaigns mid-month.”

