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DIY Facebook Ad Campaigns

Mavilyn Carlos - 2026-08-25 - [Paid Ads](#)

These walkthroughs cover building and launching your own Facebook ad campaigns to drive traffic to your Gym Lead Machine website. The first sections give you the strategy and background. The later sections are step-by-step builds you can follow using your website, along with the ad copy and images provided for each campaign.

Note

Paid ads management is not on the Kilo menu, so we partnered with someone who does it properly. Colm at **wedoyourpaidmarketing.com** is our trusted paid ads partner. Need advertising connected to your Gym Lead Machine account? Email hello@usekilo.com. Want to talk about Meta Business Manager, ad accounts, or actually getting ads running? Reach out to Colm.

What you can build

- An evergreen Facebook ads strategy for your gym
- A retargeting audience that reaches people who have visited your website
- A lead magnet campaign using the prebuilt offer on your website
- A Book an Intro campaign driving traffic to your main call to action
- Campaigns using Campaign Budget Optimization to manage spend

The Facebook ads framework

This walkthrough covers the general framework for an evergreen Facebook ads strategy, and gives you the context behind the approach in the campaign builds that follow.

Watch: [Next Steps for Your Facebook Marketing](#)

Retargeting audiences

Retargeting lets you advertise to people who have already visited your website. These two walkthroughs cover building that audience.

Watch: [Retargeting Audiences Explained, Part 1](#)

Watch: [Retargeting Audiences Explained, Part 2](#)

Campaign Budget Optimization

Campaign Budget Optimization, or CBO, lets Facebook distribute your budget across your ad sets rather than

splitting it evenly. This walkthrough covers what it does and when to use it.

Watch: [CBO Explained](#)

Build a lead magnet campaign

Your Gym Lead Machine website comes with a prebuilt lead magnet that offers visitors either a set of at-home workouts or a set of meal prep recipes in exchange for their email address. This walkthrough covers capturing more leads from that offer using Facebook ads.

Watch: [How to Build a Lead Magnet Campaign](#)

Note

Older Gym Lead Machine accounts may need their nurture sequence updated before this campaign is set up. If you are unsure whether yours needs updating, check with Support before you build the campaign.

The ad copy and images for this campaign are provided separately. See the media notes for where these assets now live.

Add a retargeting audience to your campaign

Once your lead magnet campaign is running, you can add a retargeting audience to it so the campaign also reaches previous website visitors.

Watch: [How to Add a Retargeting Audience](#)

Build a Book an Intro campaign

This campaign drives traffic to the main call to action on your website, so it is aimed at generating sales appointments rather than collecting email addresses.

Watch: [How to Build a Book an Intro Campaign](#)

The ad copy and images for this campaign are provided separately. See the media notes for where these assets now live.

If you have questions about connecting your advertising to your Gym Lead Machine account, our Support team is happy to help. Reach us at **hello@usekilo.com**. For help with campaign strategy or running your paid ads, contact Colm at **wedoyourpaidmarketing.com**.

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