



The Meta Sales Setup Guide.

Claude sets up your launch campaign on Meta and helps you run it. You paste 1 prompt. Claude checks your store, builds the campaign, and leaves the ads off until your store is open.

Two different things. Know which is which. The **Meta connector** is safe. It is Meta's own link between Claude and your ad account, and it is how Claude builds and manages your ads. **Claude taking over your screen** inside Facebook is not safe. Meta can restrict your account for it. Use the connector. Never let any AI click around in Facebook for you.

START HERE

What Claude does, and what you do

CLAUDE DOES THIS, THROUGH THE META CONNECTOR

YOU DO THIS, BY HAND

Checks that your store is connected to Meta

Make your Facebook account, your Page and your ad account

Checks that visits and purchases get counted

Add your card to the ad account

Copies your test ads and points them at your store

Add the Meta connector to Claude

Writes the words for each ad

Add the Facebook & Instagram app in Shopify

Builds the campaign and leaves it off

Type "turn on my launch ads" when your store is open

Turns the ads on when you say so, and reports how they are doing

Say yes or no to every change

Pick your path

01 You ran the ad test in the MVP Accelerator. Use Prompt A.

Your accounts and the connector are already set up. Claude copies your test ads, points them at your store, and changes the button to Shop now.

02 You are starting from nothing. Use Prompt B.

It walks you through the accounts and the connector first, then builds the campaign.

I ran the ad test before

Paste this into a new Claude chat with the Meta connector on. Your brand project is the best place for it.

I ran an ad test on Meta before, with the Meta connector in Claude. Those ads sent people to a signup page. Now I am launching, and my store is on Shopify. Help me get my Meta ads ready for sales.

COPY

Rules for this whole chat:

- Work only through the Meta connector in this chat. Never take over my screen, my mouse or my browser. Never open Facebook, Instagram, Meta or Shopify in a browser for me.
- When a step needs a click on one of those sites, tell me the click and wait for me to say done.
- Never turn on a campaign, an ad set or an ad unless I type: turn on my launch ads
- Never change my payment method.
- Do not invent a number or a result. If the connector cannot do a step, say so and give me the clicks for Meta Ads Manager.
- If an ad has an AI actor in it, remind me to answer yes when Meta asks if the ad was made with AI.

Start by checking that you can see my ad account and my Facebook Page through the Meta connector. Then show me the ads from my test and how each one did.

Ask me these in 1 list and wait for my answer:

1. What is the web address of your store?
2. Is your store open for orders yet?
3. Which ads from the test do you want to use again?
4. How much do you want to spend each day when the ads go on?
5. Which country do you ship to?

For every ad I keep from the test, make a new copy for launch. Use the same video or picture. Change the link from the signup page to my store address. Change the button to Shop now. Leave the old ads as they are.

Then do these, in plain words:

1. Check that my store is connected to Meta. Look for the dataset on my ad account. A dataset, which Meta used to call a pixel, records the people who visit my store and what they do there. Tell me the events it got from my store in the last 7 days.
2. Print a card with 3 lines: STORE CONNECTED yes or no. STORE VISITS COUNTED yes or no. PURCHASES COUNTED yes, no, or "not yet, no orders so far". If my store is not open, a purchase cannot show yet. Say that this is normal and

carry on.

3. If my store is not connected, walk me through it 1 step at a time and wait for me to say done after each step. In Shopify: Settings, then Sales channels, then Shopify App Store. Search for Facebook & Instagram and add it. Click Start set up, connect my Facebook account, my business portfolio, my Page and my ad account. Then in the app: Settings, Share data settings, turn on data sharing, pick Maximum, pick my pixel, Confirm. Then check again and print the card again. If a name on my screen is different, ask me what I see.

4. Ask me which videos and pictures I want to run. If they are not in my ad account yet, tell me how to add them. Write the words for each ad from my brand file if it is in this project, or ask me 3 questions about my product if it is not. Show me the words for every ad and wait for my yes.

5. Build 1 campaign and leave every part of it off. Off means paused, or saved as a draft that is not published. The goal is Sales. The event is Purchase on my dataset. 1 ad set: the country I ship to, ages 18 and up, Facebook and Instagram only, and the daily amount I gave you. Every ad links to my store address and uses the Shop now button.

6. Print a card of what you built: the campaign name, the status of every part, the daily amount, the link, and each ad.

End with this, in your own plain words: my ads are built and they are off. After my store is open, I come back to this chat and type: turn on my launch ads

I am starting from nothing

Paste this into a new Claude chat. Your brand project is the best place for it. Give it about 45 minutes the first time.

COPY

I am launching a product brand and I have never run ads on Meta. Meta is the company that runs Facebook and Instagram ads. My store is on Shopify. Take me from nothing to a launch campaign that is built and turned off.

Rules for this whole chat:

- Work only through the Meta connector in this chat. Never take over my screen, my mouse or my browser. Never open Facebook, Instagram, Meta or Shopify in a browser for me.
- When a step needs a click on one of those sites, tell me the click and wait for me to say done.
- Never turn on a campaign, an ad set or an ad unless I type: turn on my launch ads
- Never change my payment method.
- Do not invent a number or a result. If the connector cannot do a step, say so and give me the clicks for Meta Ads Manager.
- If an ad has an AI actor in it, remind me to answer yes when Meta asks if the ad was made with AI.

PART 1. THE ACCOUNTS. I DO THESE CLICKS MYSELF.

Read me these steps 1 at a time. Wait for me to say done after each one. If I say I already have it, go to the next step.

1. A Facebook account, in my own name, with two-factor sign-in turned on.
2. A Facebook Page for my brand.
3. A business portfolio at business.facebook.com, with my Page added to it.
4. An ad account inside the business portfolio, with my card added as the payment method.
5. An Instagram account for my brand, connected to the Page. This one is optional.

For each step, tell me where to click. If a name on my screen is different, ask me what I see.

PART 2. THE META CONNECTOR. I DO THIS CLICK MYSELF.

Tell me how to add it: in Claude, Settings, then Connectors, then Add custom connector. The address is <https://mcp.facebook.com/ads> and I allow it to create and manage ads. Then check that you can see my ad account and my Page. If you cannot, help me fix it before we go on.

PART 3. THE CAMPAIGN. YOU DO THIS THROUGH THE CONNECTOR.

Ask me these in 1 list and wait for my answer:

1. What is the web address of your store?
2. Is your store open for orders yet?

3. How much do you want to spend each day when the ads go on?
4. Which country do you ship to?

Then do these, in plain words:

1. Check that my store is connected to Meta. Look for the dataset on my ad account. A dataset, which Meta used to call a pixel, records the people who visit my store and what they do there. Tell me the events it got from my store in the last 7 days.
2. Print a card with 3 lines: STORE CONNECTED yes or no. STORE VISITS COUNTED yes or no. PURCHASES COUNTED yes, no, or "not yet, no orders so far". If my store is not open, a purchase cannot show yet. Say that this is normal and carry on.
3. If my store is not connected, walk me through it 1 step at a time and wait for me to say done after each step. In Shopify: Settings, then Sales channels, then Shopify App Store. Search for Facebook & Instagram and add it. Click Start set up, connect my Facebook account, my business portfolio, my Page and my ad account. Then in the app: Settings, Share data settings, turn on data sharing, pick Maximum, pick my pixel, Confirm. Then check again and print the card again. If a name on my screen is different, ask me what I see.
4. Ask me which videos and pictures I want to run. If they are not in my ad account yet, tell me how to add them. Write the words for each ad from my brand file if it is in this project, or ask me 3 questions about my product if it is not. Show me the words for every ad and wait for my yes.
5. Build 1 campaign and leave every part of it off. Off means paused, or saved as a draft that is not published. The goal is Sales. The event is Purchase on my dataset. 1 ad set: the country I ship to, ages 18 and up, Facebook and Instagram only, and the daily amount I gave you. Every ad links to my store address and uses the Shop now button.
6. Print a card of what you built: the campaign name, the status of every part, the daily amount, the link, and each ad.

End with this, in your own plain words: my ads are built and they are off. After my store is open, I come back to this chat and type: turn on my launch ads

The Meta + Claude Setup Kit from the MVP Accelerator has pictures of every account step. The link is below the lesson video.

AFTER YOUR STORE IS OPEN

Turn the ads on and keep an eye on them

- 1 Open your store. Let your email list and your followers buy first.
- 2 Go back to the same Claude chat and type: **turn on my launch ads**
- 3 After 3 days, paste the prompt below. Do it again every few days.

Look at my launch campaign through the Meta connector. Do not change anything yet.

COPY

Tell me, in plain words: how much I spent, how many purchases I got, what each purchase cost me, and which ad did the most. Then tell me which ads you would turn off and why. Wait for my yes before you change anything.

Never take over my screen or my browser. Never raise my daily amount unless I ask you to.

BY HAND

The 2 things in Shopify that only you can click

Claude tells you these steps when you reach them. They are here so you can find them again.

- 1 Add the app.** In Shopify: **Settings**, then **Sales channels**, then **Shopify App Store**. Search for **Facebook & Instagram** and add it. Click **Start set up**, then **Connect account**, and connect your business portfolio, your Page and your ad account.
- 2 Turn on data sharing.** In the app: **Settings**, then **Share data settings**. Turn on **Enable data-sharing**, pick **Maximum**, pick your pixel, and click **Confirm**.

One thing to check

If you ever pasted Meta pixel code into your store theme by hand, take it out. With both in place, every sale gets counted twice.

Quick fixes

PROBLEM	FIX
Claude cannot see my ad account	Add the connector again. Sign in with the right Facebook profile and allow create and manage.
The connector is not offered to me	Meta is still turning it on account by account. Wait a few days, or ask Claude for the clicks and build the campaign yourself in Meta Ads Manager.
The Shopify app will not connect	Make sure your Facebook profile is an admin of the business portfolio and the Page.
No events from my store	Turn off any ad blocker, visit your store, and ask Claude to check again in 20 minutes.
Meta rejects an ad	Paste the reason into Claude. The usual ones are a health claim, a fake review, or an AI ad that was not marked.

Shopify, Meta and Claude change their menus from time to time. If a button has moved, search for it by name. The Shopify link below the lesson video is an affiliate link. It costs you nothing extra.