DigitalMarketingRemote

Performance marketing agency

Audit & Action Plan

Client	[redacted]
Branch	London — [redacted]
Sources	Your Meta business account, both ad accounts (Meta's own reports, change history and settings exports), Facebook Page, Instagram, WhatsApp, billing and the live website
Prepared by	Digital Marketing Remote — 17 October 2026

01 In short

- Two ad accounts advertised your London branch.
- Together they spent **£113,516**. Meta recorded **399 message conversations**.
- The best period was November 2025 – January 2026: London-only ads to women brought **81 conversations for £3,994**. Since February 2026, **£25,049 has brought 2 conversations**.

02 Ad account 1 — '[redacted] (OLD)" · yours

Owner	You — a personal ad account inside your business account, paid by your Visa ending [redacted]
Advertised	London branch only — every ad ran as your [redacted] page, replies to London Instagram
Since Sept [redacted]	£105,265 spent · 396 conversations
Now	Paused by us on 17 October · £877.82 still owed to Meta

Where the last 12 months' £27,718 went

Every ad set that spent money between 18 Oct 2025 and 18 Oct 2026, grouped by the area it targeted. Source: Meta's settings export and report.

When	Area targeted	Who	Paid for	Spent	Chats
Oct 2025 – Jan 2026	London + 40 km	Women	Conversations	[illegible]	[illegible]
25 Jan – 31 May 2026	London + 40 km	Women	Conversations	[illegible]	[illegible]
May 2026	London city	Women	Conversations	[illegible]	[illegible]
Jun – Sep 2026	Whole United Kingdom	Men and women	Profile visits [illegible] conversations [illegible]	[illegible]	[illegible]
Aug – Sep 2026	[illegible] + 31 km	Women 20–50	Profile visits [illegible] conversations [illegible]	[illegible]	[illegible]
18 Sep – 17 Oct 2026	Whole of Canada	Men and women	Conversations	[illegible]	[illegible]
Other	—	—	—	[illegible]	[illegible]

What this shows. The London campaigns aimed at women worked until January. Copies of them ran from late January to May for £10,764 and brought no conversations, and were later deleted. From June, the ads changed to boosted Instagram posts: more than half the money paid for **Instagram profile visits** instead of messages, a large part went to **the whole UK and to men**, and the last ads went to **the whole of Canada** using London posts and the London inbox.

Meta's change history, 18 Oct 2026: an ad's location changed from United Kingdom to Canada.

03 Ad account 2 — '[illegible] X [illegible]' · the agency's

Owner	The agency [illegible]. You could only view it.
Advertised	Only [illegible] + 3 campaigns, nothing for any other business.
[illegible] May – Sept [illegible]	[illegible] spent · UK audiences · [illegible] website visits and [illegible] link clicks · 1 conversation
Paid by	A Visa ending [illegible] — the same last four digits as the card on your own account.
Now	Nothing running — the ads are off.

04 The agency's period, June – October 2026

In this period the agency ran ads in both accounts. **£16,127 spent, 2 conversations.**

What they did right

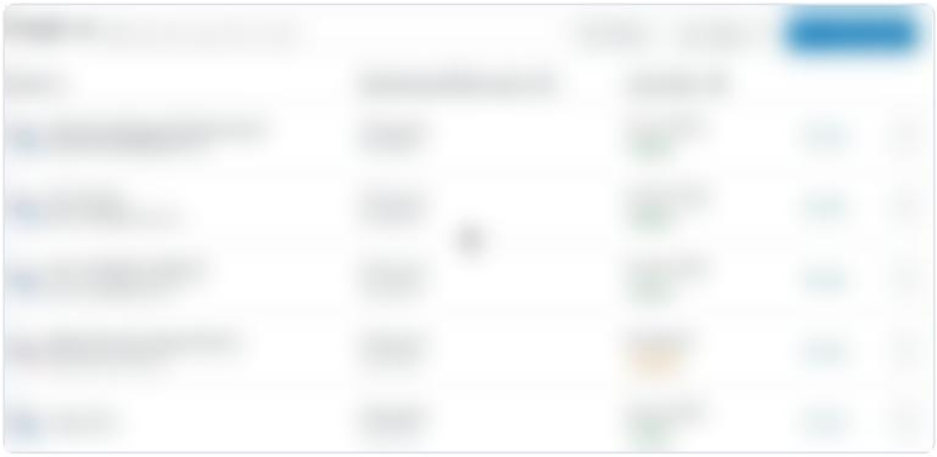
- Used your own best Instagram content — your brow and facial posts.
- Part of the budget paid for messages — the right goal.

What went wrong

- Most money paid for profile visits, website visits and link clicks — 30,134 website visits brought 1 conversation.
- Areas far too wide for a salon: [illegible] + 21 km, the whole UK, the whole of Canada.
- Men were targeted, for a women's salon.
- Ads were boosted from the Instagram app, so they could not be adjusted properly.
- The tracking never recorded anything, so Meta could not learn who enquires.

05 Who controls your accounts

Two outside people — the agency's user and one other — still have full access to your whole business account: Page, Instagram, WhatsApp and ad account. They can change anything, remove you, or delete it. Meta does not allow a newly added manager to remove them; it has to be done from your login.



Your business account → People: everyone has "Full access – Everything"

06 Website

- **"Book Now" at the top goes to a contact page listing all countries,** not to London booking.
- **The London page has no address, map, hours, photos or reviews.**
- **The FAQ is template text for a services company** ("Flexible pricing based on project type and complexity").
- **Eight empty shop pages** at £0.00; the **London price list** says "VAT included" on page 1 and "+20% VAT" on the others.
- **Slow on phones** — the London page takes 10.7 seconds to load its main content (Google's "good" mark is 2.5).

07 What we have done

On 17 October we paused every ad in your old ad account (three in Canada, one across the UK). Nothing is running in the agency's account either.

08 The plan

Step 1 — Take back control (from your login, we send you the steps)

- Remove the two outside people, decline the agency's request to manage your ad account.
- New Instagram password and two-step login.
- Pay the £877.82 and remove your cards from the old account, block your card ending [redacted] for the agency's account through your bank.

Step 2 — A new ad account in your name

Inside your own business account, paid by your card.

Step 3 — One London campaign that pays for messages only

- Women, within a short distance of your [redacted] salon.
- Your best Instagram posts and reels, run from the ad account.
- Every ad opens a chat on Instagram or WhatsApp with its own first message, so we know which ad brought it.

Step 4 — Tracking in your name

- **Chats per ad,** checked against your inboxes every week.
- **New website tracking code owned by you,** with your website verified to your business, counting London "Book" and WhatsApp clicks.
- **Conversion.** "Book click – London".
- **Audiences:** people who engaged with your Instagram, visited the London page, or already messaged you – for follow-up ads, or left out of ads for new customers.
- **Bookings:** booked chats labelled in WhatsApp Business and counted monthly, giving a real cost per booking.

Step 5 — Website: two options

Option A — No rebuild. The ad click opens a WhatsApp chat directly. Booked chats are labelled in WhatsApp Business.

Option B — Website rebuild: £599, 10 working days. About 6 pages: home with branch picker, London, treatments, about/press, FAQ and contact. London is built in full: address, map, hours, photos, treatments, reviews and WhatsApp booking. [redacted] and [redacted] keep their current details. No prices on the site – visitors message the salon for prices and times. Empty shop pages removed, faster on phones.

What we need from you

- Step 1 from your login.
- Your card for the new ad account (entered by you).
- Only if you choose the website rebuild: access to your website account.

We cannot promise a number of bookings – that also depends on replies, prices and availability.