

How to run Facebook Ads with 3 Euro Per Day Successfully?

If you can't spend much on **Facebook Ads**, don't worry. We'll walk you through a full guide on how to run Facebook ads successfully, even with a €3/day budget.

Just follow this step-by-step guide to make sure your **Facebook Campaigns** are set up right, and you get the most out of your money.

Where to Start?

When you advertise on a small budget, there's room for mistakes. Therefore, to succeed with a €3/day budget, you need as precise data as possible.

You should know exactly what your audience wants to buy, what problems they're facing, what they've already tried, and what your competitors are currently offering.

Take Attention on Reviews & Comments

If you're not sure which product to promote or what offer to include, start by looking at the comments on your social media.

Check the comments on your Facebook posts and ads to see what people like and don't like. This will help you understand what your audience values in products or services, and what they may avoid.

Are they focused on the product's features or its benefits? Are they interested because of a special offer? If so, what is that offer? Usually, it's a mix of things.

By reading these comments, you'll have a better idea of which product to promote, what price to set, and what kind of offer to include.

You can also look at reviews, both your own and your competitors' reviews, on platforms like Google Reviews, Trustpilot, and even Amazon or eBay if you sell similar products.

Be as Specific as Possible

Let's say you run a local coffee shop, and after reading comments and reviews, you discover that your target audience is looking for a pet-friendly coffee shop. You can use this information to promote pet treats and special pet-friendly chairs in your shop.

This approach won't just improve your ads; it can also enhance your business model.

Upon further research, you find that many of your customers are actually allergic to gluten. While you already offer gluten-free food, you haven't highlighted this in your advertising or online presence.

You can use this information to offer discounts or create special events that highlight these features. This way, you can attract more people while making your ads as specific as possible.

Making your ads more targeted increases their efficiency, leading to better results with less wasted ad spend.

This is especially important when you're working with a budget of €3/day or even €5. You don't want to experiment and risk wasting your budget without seeing results.

Embrace **Facebook Ads Manager** Consolidation

A few years ago, you had to manually target people based on their age and interests. However, with Meta's ability to track our online activities and the improvement of targeting through artificial intelligence, this process has become much easier.

That doesn't mean targeting isn't important. It still is, and will likely always be. The difference now is that most of the targeting happens automatically, about 90% of the time.

The Best Facebook Ad Set Up on a Small Budget

Given these updates, instead of creating new campaigns every time you want to promote something and setting up different interest-based ad sets, simply create one evergreen campaign. Then, create one ad set and place all your ads inside it.

This approach will concentrate your budget in one place, allowing Facebook to use it efficiently to maximize results.

Check What's Already Working

Now that you know what to include in your ad and how to set up your ad account structure, it's time to create your ads.

Instead of guessing what to do or what kind of ads to make, it's better to see what's already working.

To do this, visit the Facebook [Ads Library](#) and search for your competitors' ads. Make sure to choose ads that have been running for at least three months.

This is important because you can't always tell if your competitors' ads are profitable. However, if you see an ad running for at least three months, you can reasonably assume it's likely performing well.

Who will make the ad live for 3 months, spending the money without generating any customers or leads?

Check several competitors and see what types of ads they're using.

Are they running image ads, video ads, or a mix of both? What kind of images or videos are they using?

By examining what's working in your industry, you can start with a similar approach that's proven to be effective.

Make Less Ad Variations

It might be tempting to create several different primary texts and headlines, but will this be effective with a €3/day budget? Probably not.

If you have two different headlines and two different primary texts, that results in four ad variations. With only €3 per day, you won't have enough budget to test and optimize effectively.

As a result, you'll end up wasting money, because Meta won't be able to properly identify the winning combination and focus on it with such a low budget.

Instead, start with one primary text and one headline. As your account grows and your budget increases, you can start testing these details.

Patience is a Key

Many Facebook advertisers are impatient. They publish their ads with a €3/day budget and immediately expect results. When those results don't come quickly, they start panicking and make changes every single day.

This is a mistake because every time you make a change, the Facebook algorithm resets and starts learning from scratch.

The best approach is to keep your ads running for one or two weeks to gather enough data. This gives you the time needed to make informed optimizations.

When The Campaign Starts Bringing Results

As a **marketing agency** offering a variety of **digital marketing services**, including **Facebook ads**, we can guarantee that you'll see results, but you need to be patient.

The more you spend with Facebook, like anything else, the faster you'll see results.

If you're spending €2000 per day, you'll start seeing purchases within hours, or even minutes, especially if you're an experienced advertiser.

However, if you're just starting out with a €3/day budget, it may take several weeks before you start seeing results.

Rest assured, once you begin to gather data, you'll see your results improve steadily as long as you follow the latest Meta's Advertising practices.

Since these practices are constantly evolving, we strongly recommend subscribing to our blog for the latest updates.

We Can Help You Run Facebook Ads

If you've already tried this approach but are unsure whether it's working or if you've done things correctly, don't hesitate to get in touch with us [for a free marketing session](#). We can help you explore ways to improve your results.

META TITLE & DESCRIPTION

Meta Title:

How to Run Facebook Ads on €3/Day | Small Budget Strategy Guide

Meta Description:

Learn how to run Facebook ads successfully with just €3/day. Discover targeting tips, campaign setup, and proven strategies to maximise results on a small budget.