

5 Free Claude Meta Ads Skills

Five prompt templates for sharper Meta advertising. Plug in your numbers and run them in Claude.

1 — Ad Copy Variations Generator

- Prompt: 'Generate 10 Facebook/Instagram ad copy variations for [offer], audience [audience], pain point [pain], benefit [benefit], CTA [CTA]. Use PAS, AIDA, and Hook-Body-CTA frameworks; label each and suggest a format (Reel / static / carousel).'

2 — Target Audience Profile Builder

- Prompt: 'Build a Meta targeting profile for my ideal customer: [description], challenge [challenge], industry [industry], size [income/business size]. Give demographics, interests, behaviours, a lookalike seed strategy, and messaging angles per segment.'

3 — Campaign Structure Planner

- Prompt: 'Design a Meta campaign for budget ₹[amount]/month, goal [leads/conversions], deal value ₹[value], over [timeline]. Give campaigns, ad sets, audiences, placement strategy, budget split with reasoning, and a daily optimisation checklist.'

4 — Creative Brief Generator

- Prompt: 'Write a creative brief for [campaign goal], audience [audience], angle [angle], message [message], formats [Reel/carousel/static]. Include visual direction, hook requirements, copy specs per format, and success metrics.'

5 — ROAS Calculator & Budget Multiplier

- Prompt: 'With ad spend ₹[amount]/mo, ROAS [x], LTV ₹[value], conversion rate [%] — calculate break-even ROAS, revenue at 1x/1.5x/2x spend, profit margins, and when to scale vs pause.'

The full plugin installs all 15 Meta Ads skills into Claude Code — audits, planning, and optimisation, automated. Message us on WhatsApp to get it.