

Nomad AI Marketing Studio Pro User Guide

Meta Ads campaign launcher, targeting, performance metrics, AI optimisation, leads, CRM sync and live licensing.

Meta Ads campaign launcher, placement-ready assets, targeting search, performance metrics, AI optimisation, lead capture, CRM sync and live licensing.

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Purpose

Nomad AI Marketing Studio Pro turns the Free edition into a Meta Ads workflow for small businesses. It helps create paid Facebook and Instagram campaigns, prepare placement-ready creative assets, build audiences, launch campaigns safely as paused, sync performance metrics and use AI to recommend improvements.

Pro remains Meta-only. It supports Facebook and Instagram paid advertising through Meta. Multi-platform publishing and advertising belong in Nomad AI Marketing Studio Agency.

Recommended users

Use Pro for businesses that want to run Meta Ads without manually building every campaign, ad set and ad variation inside Ads Manager. It is suitable for service businesses, local retailers, hospitality providers, consultants, software vendors and campaign managers who focus mainly on Facebook and Instagram.

Requirements

Pro requires the Free Nomad AI Marketing Studio plugin to be installed and active. It also requires a valid Pro license, a connected Meta account, a selected Meta Ad Account and at least one generated campaign or creative from the Free Studio.

For AI recommendations and multi-provider routing, configure at least one supported AI provider. OpenAI can remain the default provider. Claude, Gemini and Stability can be added for Pro routing where available.

Edition boundaries

Pro adds paid Meta Ads, performance reporting, targeting, lead capture, CRM sync and AI optimisation on top of Free. Pro does not add LinkedIn, TikTok, X, Pinterest, YouTube/Google or multi-client workspaces. Those are Agency features.

The product ladder is: Free for AI content and organic Facebook/Instagram posting, Pro for Meta Ads, and Agency for multi-client and all-platform workflows.

Installation and activation

Install Free first, then install Nomad AI Marketing Studio Pro from Plugins > Add New > Upload Plugin. Keep both plugins active.

Open the front-end Marketing Studio page and select Meta Ads Pro in the sidebar. If Pro cannot load, confirm that there are no duplicate Pro plugin folders and that Free is active and compatible.

License activation

Open Meta Ads Pro > License & diagnostics. Enter the license key, license email and licensing server endpoint if required. Activate the license.

A valid license should include the nomad-ai-marketing-studio-pro entitlement. If the license is inactive, expired or missing the entitlement, existing data remains safe but new Pro actions are blocked.

Meta Ads connection

Connect the Meta account from the Meta Ads Pro workspace. Sync Meta Ad Accounts and select the default ad account. The plugin uses the connected account to create campaigns, ad sets, ad creatives, ads, pull insights and retrieve lead forms where permissions allow.

If a permission is missing, reconnect Meta after the required permissions are added to the app.

Meta campaign setup wizard

The setup wizard helps convert a simple business goal into a Meta campaign plan. It captures the goal, budget, schedule, audience, placements and ad variation strategy.

AI can recommend the campaign objective, audience notes, budget approach and creative angles. Campaign creation remains safe: campaigns, ad sets and ads are created as paused for review.

Placement asset formatter

Pro can format creative assets for Meta placements:

- Feed Square: 1080 x 1080
- Feed Portrait: 1080 x 1350
- Stories/Reels: 1080 x 1920

Use this before launching ads so the same campaign has placement-ready creative assets for Facebook and Instagram Feed, Stories and Reels.

Audience builder and targeting search

The audience builder converts plain-language locations and interests into Meta targeting objects. Meta does not accept arbitrary text such as "Cape Town" or "home improvement" in every targeting field. The plugin searches Meta for matching location and interest objects, then stores the selected IDs/objects for campaign creation.

Use targeting search to select real Meta cities, regions, countries and interests before creating the ad set.

Audience presets

Save common targeting combinations as audience presets. Examples include "Cape Town Homeowners", "Johannesburg Small Businesses" or "Wild Coast Travellers".

Audience presets reduce repeated setup work and help keep future campaigns consistent.

Creating paused Meta campaigns

When creating a paid campaign, Pro creates the campaign, ad set, ad creative and ads as paused. This prevents accidental spend.

Review the campaign in Meta Ads Manager before activation. Future assisted actions may help prepare changes, but spend-related changes should remain user-approved.

Performance dashboard

The Performance Dashboard syncs campaign-level and ad-level Meta metrics. It stores daily snapshots so trends can be reviewed over time.

Typical metrics include spend, impressions, reach, clicks, CTR, CPC, CPM, frequency, leads, conversions and cost per lead where available.

AI Optimization Coach

The AI Optimization Coach analyses synced performance metrics and produces a plain-English diagnosis. It can identify weak CTR, spend without clicks, clicks without leads, possible creative fatigue, winning ad variations and high cost per lead.

When an AI provider is unavailable, rule-based fallback recommendations are used so the user still receives guidance.

Assisted optimization actions

The Action Queue turns recommendations into safe follow-up tasks. It can prepare replacement creative drafts, landing page review tasks, targeting review tasks and safe scaling review tasks.

The plugin does not automatically change budgets, activate campaigns or pause live ads without review.

Lead Ads and internal Leads Manager

Pro can sync Meta Lead Forms and pull submitted Meta leads where permissions allow. Leads are stored locally first for audit, retry, export and CRM sync.

If CRM is not installed, the internal Leads Manager remains active. Leads can be marked as new, contacted, converted or exported to CSV.

CRM detection and lead sync

When Small Business CRM is detected, Pro attempts to sync Meta leads into CRM. The intended flow is: create/update contact, add lead source, add campaign/ad metadata, tag as Meta Lead, create notes and trigger automation hooks.

If CRM is not detected or the exact CRM integration surface is unavailable, leads remain safely in the internal Leads Manager and can be retried later.

Reports

The Reports section creates printable and CSV campaign reports. Reports can be filtered by campaign and date range and can include executive, client-friendly or internal review detail.

Reports include campaign metrics, ad variation performance, AI Coach recommendations, learning memory insights and recent leads.

Multi-AI Provider Router

Pro includes a Multi-AI Provider Router. It can route tasks by purpose: campaign strategy, ad copy, performance analysis, optimisation recommendations and image provider preparation.

Supported provider slots include OpenAI, Claude/Anthropic, Google Gemini and Stability AI. Modes include Auto, Best Quality, Cost Saver, Fast Draft and Manual Provider. Free remains OpenAI-only; Pro can route tasks across providers where configured.

Diagnostics and troubleshooting

Use License & diagnostics to check Free plugin status, Pro version, HTTPS, WordPress cron, Meta connection, default ad account, license status, AI Router readiness and CRM/internal lead mode.

If Pro actions fail, export diagnostics and review Meta permissions, license status, duplicate plugins, old cached scripts, missing ad account selection and API errors.

Pro edition QA checklist

Test Free active/Pro active, invalid license, valid license, Meta connection, ad account sync, placement assets, targeting search, audience presets, paused campaign creation, performance sync, AI Coach, assisted actions, Lead Ads sync, CRM fallback, CRM retry, reports and protected update checks.