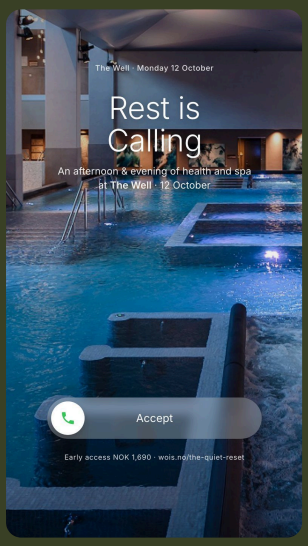
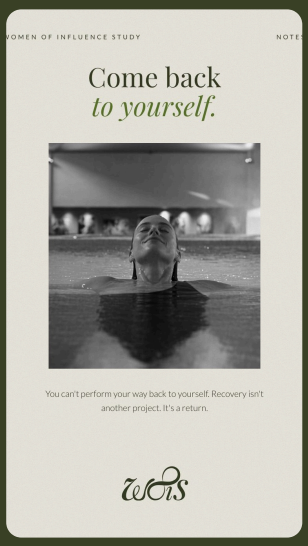
A STEP-BY-STEP PLAYBOOK · HOUSE OF 87 MEDIA

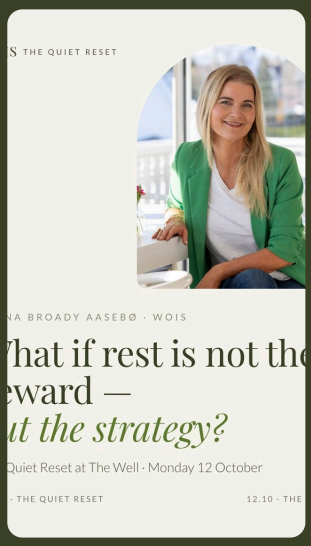
Launch in a week *with AI*

How we took an event from an empty ad account to paid ads, a landing page and content on six channels in about a week, and how you can do the same.









Case study: The Quiet Reset for WOIS, October 2026

By Jeanette Isabella Gunnerød

THE CASE

One event, one week, *no marketing team*

WOIS (Women of Influence Study) is Adina Broady Aasebø's research on women and leadership. She was hosting **The Quiet Reset**: an afternoon of talks on women's health and an evening of spa at The Well, near Oslo, on 12 October 2026. Tickets were NOK 1,690 early access and NOK 2,490 full price.

The starting point: no Facebook Page, no Instagram profile, an ad account that had never run, and an event page that wasn't built to sell. About a week later, everything in this guide was live.

7 paid
tickets sold during the campaign (NOK 11,830)

NOK 1,260
total ad spend

4,887
women reached, 8,224 ad views

Numbers as of 8 October 2026. Sales are counted in the ticketing system. Because that system can't carry a tracking pixel, these are tickets sold during the campaign, not sales we can prove came from a specific ad.

What was made

Channel	What
Meta ads	6 image ads in 3 native formats, 3 video reels, a speaker carousel
Website	Homepage rebuild, event landing page, tracking pixel
Instagram and Facebook	New Page and profile, 9 launch posts, a 14-frame Stories set
LinkedIn	4 posts in the founder's voice with images, carousels and video, plus banners
Pinterest	A strategy and 8 editorial pins
Email	A 4-email sequence for people who booked
Systems	A content dashboard, a task board and a daily check-in reminder

BEFORE YOU START

What you need

Tool	What it's for
Claude (a paid plan)	Your strategist, copywriter, designer and assistant. Connect it to your other tools so it can work in them for you.
Meta Business Suite and Ads Manager	Your Facebook Page, Instagram account, ad account, pixel and ads
A website (here: WordPress)	The one page every ad and post sends people to
A ticket or booking system (here: LetsReg)	Where people actually pay, and your source of truth for sales
Canva	So you can tweak designs yourself afterwards
An AI video tool (here: Higgsfield)	Short clips for reels when you have no footage
Optional: Notion, Slack, Google Drive	Task board, reminders and sharing files with your client or team

The 7-day plan

Day	Focus	Done when
1	Brief, brand and accounts	Offer, audience, price and deadline written down; Page, Instagram and ad account exist
2	Landing page and tracking	Page live, pixel installed, booking link works
3	Ad creative	3 formats × 2 sizes, copy written
4	Launch the campaign	Ads approved and spending
5	Video and organic content	Reels added, launch posts and Stories live
6	LinkedIn, Pinterest, email	Founder posts scheduled, pins up, email sequence ready
7+	Measure and improve, daily	Losers paused, more of the winner, sales checked

The one habit that makes this work

Talk to Claude like you'd brief a smart new colleague: who it's for, what you want, what good looks like, and what to avoid. Then react to what it makes: "calmer", "less AI-looking", "use our fonts".

1 DAY 1

Write the brief and set up the brand

Everything else is built on this. Spend an hour here and you'll save days later.

Write down five things

1. **The offer.** What exactly are people buying? Date, place, what's included.
2. **The audience.** Who, where, and what they're tired of. For us: women 35–65 within 80 km of Oslo, stretched thin by work and family.
3. **The price and the deadline.** An early price with a real end date gives people a reason to act now.
4. **The goal.** A number, for example the tickets you need to break even.
5. **The brand.** Colours, fonts, logo and two or three words for the feeling. For WOIS: moss and sage, Playfair Display and Lato, calm and grounded.

TRY THIS PROMPT

Here's my event: [paste the details]. My audience is [who]. Help me write a one-page brief: the offer in one sentence, the three biggest reasons to come, the objections people will have, and five headline ideas. Keep it in plain language.

Set up the accounts

1. Create a Facebook Page for the brand in Meta Business Suite.
2. Create an Instagram professional account and connect it to the Page.
3. Fill both in properly: profile picture, cover, bio and a link to your landing page. An empty profile makes ads look less trustworthy.
4. Make sure there's an ad account with a working payment method.

What tripped us up, so it doesn't trip you

- A personal ad profile was restricted, so we ran ads from a second admin profile.
- The new Page was deactivated by an automated check and had to be appealed.
- A card payment failed, which paused the ads until the balance was paid with another card.
- New ad accounts have a daily spending limit that only rises over time, and Meta may ask you to verify your business.

Start the accounts a week before you need them if you can.

2 DAY 2

Build one page that sells

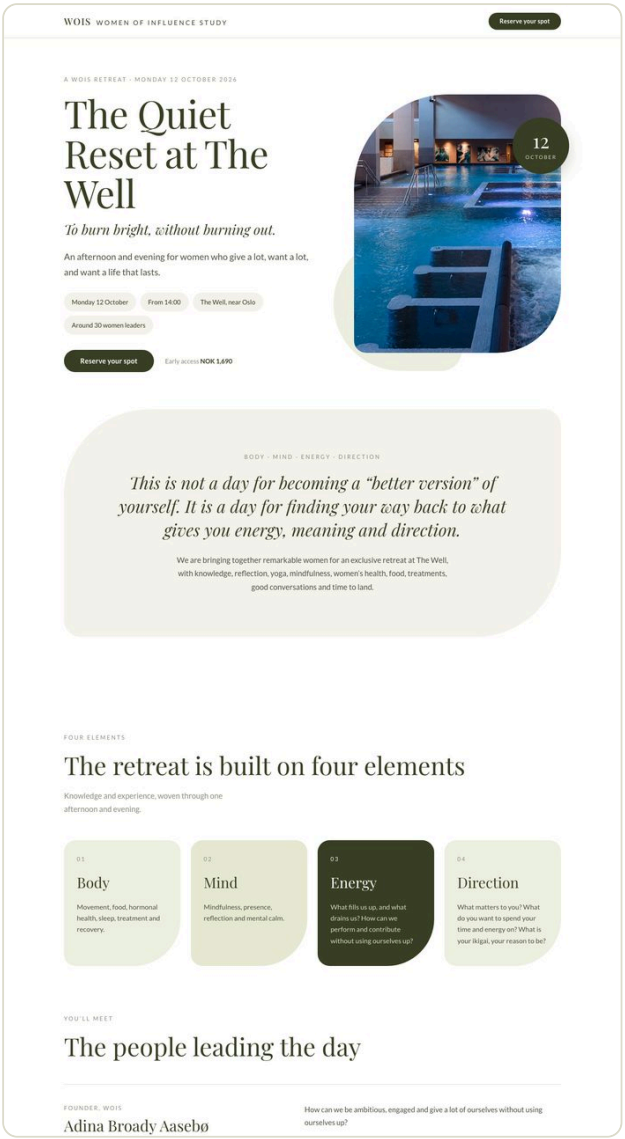
Every ad, post and link should go to the same place: one landing page made for this event. Don't send people to your homepage and hope they find it.

What the page needs

- [ ] A headline that says what it is and who it's for
- [ ] Date, time and place, high up
- [ ] A price box with the deadline ("Early access NOK 1,690 until Thursday")
- [ ] The programme, in plain words
- [ ] Faces: speakers, host, real people
- [ ] Practical info: how to get there, what to bring
- [ ] One button, repeated, plus a sticky booking bar on mobile
- [ ] The cancellation terms, clearly

TRY THIS PROMPT

Write the copy for a landing page for [event]. Sections: hero, why come, programme, speakers, the spa evening, price box with deadline, practical info, FAQ. Then build it as a page in my brand colours [hex codes] and fonts [names].



Install the tracking pixel

1. In Meta Events Manager, create a pixel (a "dataset") for the website.
2. Add it to your website. On WordPress, a plugin or your theme's header settings will do it.
3. Make the "Book now" button count as an event, for example **Initiate checkout**, so Meta knows when someone heads to booking.
4. Test it: click your own button and check that the event shows up in Events Manager.

Know what you can and can't measure

Our ticket shop doesn't allow a pixel, so Meta could only see clicks to booking, not payments. That's fine: count real sales in the ticket system every day and compare them with ad spend.

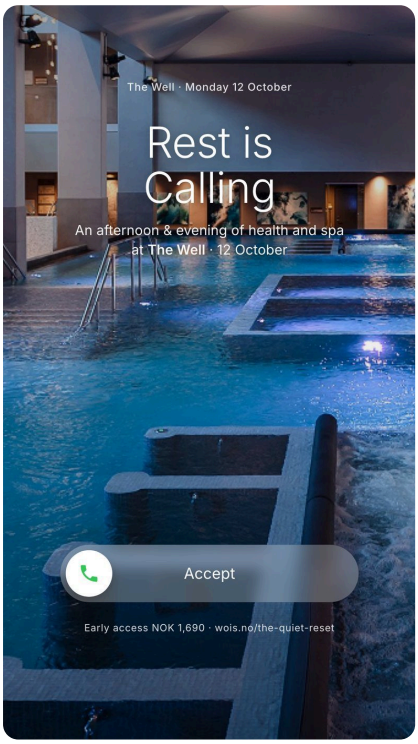
3

DAY 3

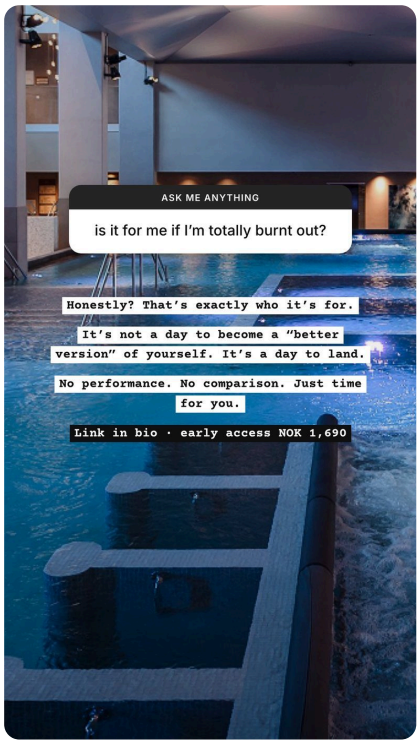
Make ads people stop for

Since the iPhone privacy changes, Meta can't target as precisely as before. **Your creative does the targeting now**: the image and the first line decide who stops. So instead of one polished ad, make several different ones and let the results choose.

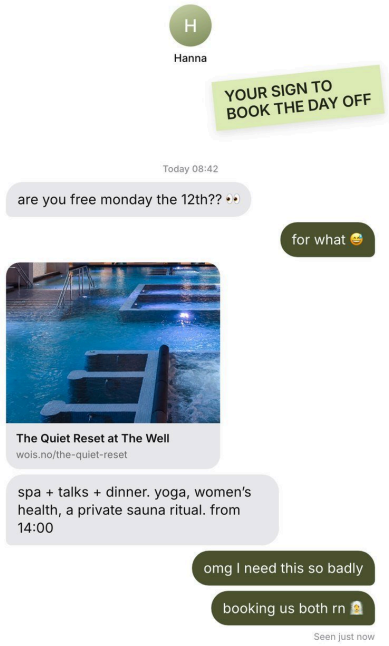
Test three native formats



Phone call. "Rest is calling", with an Accept button. This one won.



Question sticker. Looks like an Instagram "ask me" Story.



Text message. A friend inviting you along.

Make each one in two sizes

- **9:16** (1080 × 1920) for Stories and Reels
- **4:5** (1080 × 1350) for the feed

TRY THIS PROMPT

Make three ads for [event] in my brand, each in 9:16 and 4:5. Ad 1 looks like an incoming phone call ("[Benefit] is calling"). Ad 2 looks like an Instagram question sticker. Ad 3 looks like a text conversation between two friends. Use my photos [attach]. Put the price and the booking link at the bottom.

STEP 3, CONTINUED

Ad text, and video without a film crew

Ad text that works

Keep a simple shape: a hook line, two lines on what it is, the date, then the price and deadline.

Rest is calling. Will you answer?

An afternoon and evening at The Well for women who give a lot: yoga, mindfulness, women's health, dinner and a full spa evening with a private aufguss ceremony.

📅 Monday 12 October · Start 14:00
🔴 Early access NOK 1,690 until Thursday 8 October. Places are limited.

Plan for the deadline

Make a version of each ad without the early price before you launch, so you can swap it in the day the price changes.

Video with AI

1. **List the scenes** that show what people get: pool, sauna, yoga, dinner, the aufguss ritual.
2. **Ask Claude to write one video prompt per scene**, with the same camera style and light in all of them so they cut together.
3. **Add a reference image** (a real photo of the venue) so the colours and mood match.
4. **Generate 5–8 second clips** in an AI video tool, and redo any that look fake. Calm, simple shots work best.
5. **Cut the reel**: a hook in the first second, captions on screen, speaker cards, an end card with date and price.
6. **Use music you're allowed to use in ads.** We had Claude make an original, calm soundtrack.
7. **Tick the AI label** in Ads Manager when the video is AI-generated.

TRY THIS PROMPT

Write video prompts for five 6-second clips for a spa-and-wellness event: [scenes]. Same camera (slow handheld, eye level), same warm evening light, real-looking people, no text in the image. I'll attach a photo of the venue as a reference.

4 DAY 4
Launch the campaign

Keep the setup simple: one campaign, one audience, several ads. Meta then shows the ads people respond to.

Setting	What we used
Campaign objective	Sales
Conversion event	Initiate checkout (the click to booking), because purchases couldn't be tracked
Budget	A lifetime budget for the whole campaign, ending the day before the event
Audience	Women 35–65, Oslo + 80 km. Broad on purpose: let the creative find the people.
Placements	Automatic (Facebook and Instagram)
Identity	The brand's Facebook Page and its connected Instagram account
Ads	All the formats from step 3, each with both sizes
Link	The landing page, never the homepage

Before you press Publish

- [ ] Click every ad's link on your phone. Does it go to the right page?
- [ ] Read the text once more for prices and dates
- [ ] Check the preview in Stories, Reels and the feed: nothing important cut off
- [ ] Payment method works, and you know the account's spending limit

Let Claude help in Ads Manager

With the browser extension, Claude can fill in ads, upload images and check results for you. Keep the last click, Publish, for yourself.

5

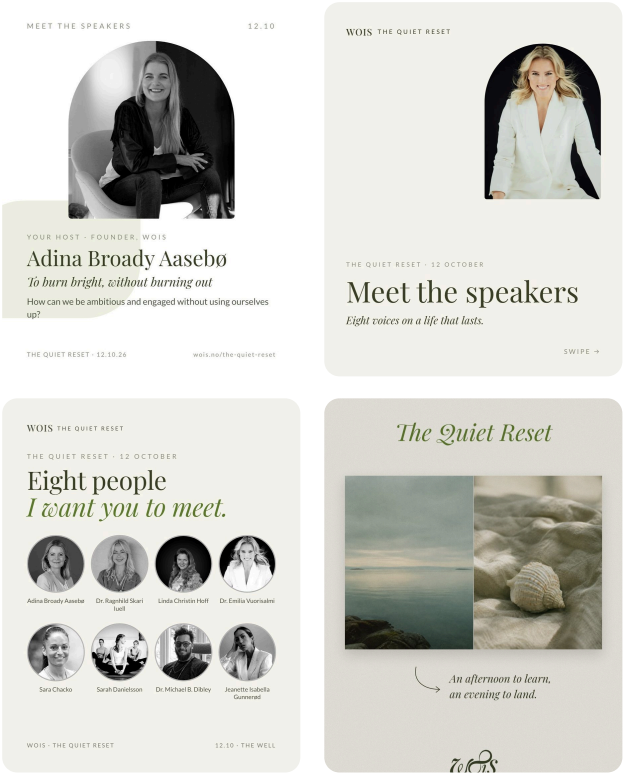
DAYS 5–6

Show up everywhere, in one voice

People need to see you several times, in different places, before they buy. Ads do part of it; your own channels do the rest.

Instagram and Facebook

- 9 launch posts: welcome, speakers, quotes, the day, the spa, the announcement
- Carousels for anything with steps or several people
- A Stories set that counts down to the event



LinkedIn: the founder, not the brand

- Have Claude read the founder's best posts first, then write in that voice
- Personal stories beat announcements
- Put the event link in the first comment
- Give each post an image, a carousel (PDF) and a video, and let the founder choose

Pinterest: the long game

Pinterest works like a search engine. Pins with good keywords keep bringing visitors for months. Show Claude a few pins you like, then ask for versions in your brand.

Email: look after people who booked

1. Welcome and confirmation
2. Practical information a few days before
3. "See you tomorrow"
4. Thank you, with a short feedback form and a request for a quote you can use

6

EVERY DAY AFTER LAUNCH

Measure, cut and double down

Ten minutes a day. Same questions every time.

Check	Where	What to do
Is it spending?	Ads Manager	If not: check payment, account limits and ad approval
Which ad gets clicks to booking, and at what cost?	Ads Manager, ad level	Note the winner and the cost per result
How many paid tickets?	Your ticket system	Your real number. Compare it with total spend.
Anything off?	Page, profile, landing page	Links, prices, dates, Page still active

Simple rules

- **Give a new ad 2–3 days** before you judge it.
- **Pause what clearly isn't working** so the budget goes to what is.
- **Make more of the winner**: same format, new angle. Our "Rest is calling" became "Your evening off is calling" and "Your hormones are calling".
- **Don't expect every ad to get spend.** With a small budget, Meta backs the ad that's already winning. Our reels got almost none, and that's normal.
- **Switch the price on the deadline**: early-access price off, full price on, price-free ads swapped in.

TRY THIS PROMPT (DAILY)

Check my ads in Ads Manager for yesterday and since launch: spend, impressions and results per ad. Then check paid tickets in [ticket system]. Tell me what to pause, what to make more of, and anything that looks wrong. Keep it short.

Make it automatic

We set a Slack reminder every morning at 08:30 that says "time for the daily check". One message, and Claude pulls the numbers.

KEEP IT ORGANISED

The system behind it

- **One folder per project** on your computer, and one Claude project or chat for it, so everything has context.
- **A content dashboard:** every piece you make, by channel and status (draft, ready, live, paused).
- **A task board** (we used Notion) with deadlines: price switch, email dates, event day.
- **A shared folder** (Google Drive) for anything the client downloads. Images and videos open and download reliably there.
- **Connect your tools to Claude** (Gmail, Drive, Canva, Notion, Slack, the browser) so it can do the work, not just describe it.

Four lessons

1 · Creative is the targeting

Same audience, same budget: one bold, native format won clearly.

2 · The winner takes the budget

Fewer, sharper ads beat many average ones on a small budget.

3 · Count sales, not clicks

Clicks show interest. Your ticket system shows what's working.

4 · Set up early

Verification, payments and spending limits take days. Start them first.

PRINT THIS PAGE

The launch checklist

Foundation

- [ ] Brief: offer, audience, price, deadline, goal
- [ ] Brand kit: colours, fonts, logo, photos
- [ ] Facebook Page and Instagram, connected and filled in
- [ ] Ad account with working payment
- [ ] Business verification started

Home base

- [ ] Landing page live, tested on mobile
- [ ] Price box with deadline
- [ ] Cancellation terms on the booking page
- [ ] Full-price ticket ready for the deadline
- [ ] Pixel installed and tested

Creative

- [ ] 3 ad formats × 9:16 and 4:5
- [ ] Price-free versions for after the deadline
- [ ] 1–3 reels with captions and licensed music

Launch

- [ ] One campaign, one audience, all ads in
- [ ] Every link checked on a phone
- [ ] Published, approved, spending

Organic

- [ ] Launch posts and Stories
- [ ] Founder posts on LinkedIn
- [ ] Pins up
- [ ] Email sequence ready

Daily

- [ ] Spend and results per ad
- [ ] Paid tickets in the ticket system
- [ ] Pause losers, add variants of the winner
- [ ] Price switch on deadline day

WANT HELP WITH YOURS?

Launch like you have *a marketing team*

I help experts, founders and event hosts launch: strategy, content, ads, website and the AI set-up behind it, so you can keep going yourself afterwards.

Jeanette Isabella Gunnerød
House of 87 Media
houseof87media@gmail.com
@houseof87media

