Standard Operating Procedure (SOP): Meta Business Suite & Ads Manager Navigation

Document ID: SOP-MKT-004 **Version:** 1.0 **Effective Date:** September 3, 2026 **Owner:** Marketing Lead
Approved By: Operations Manager

1. OBJECTIVE & SCOPE

This SOP explains how Goozone's Meta (Facebook & Instagram) accounts are structured, and the workflows for checking post comments, analyzing content metrics, tracking page insights, and navigating Meta Ads Manager.

The point is simple: comments get answered, performance gets tracked, and ad accounts stay under control.

2. ROLES & RESPONSIBILITIES

- **Customer Service Representatives (CSRs) (e.g., Sasha, Rosanna):**
  - Monitor the Meta Business Suite Inbox daily for new red notification dots.
  - Directly respond to **Facebook and Instagram public comments** (as Highlevel currently does not support comment replies).
- **Marketing Team / Media Buyers:**
  - Manage active campaigns, ad sets, and budgets within Meta Ads Manager.
  - Schedule content calendars (using Highlevel, which syncs to Meta Planner).
  - Analyze post-performance metrics, A/B test results, and audience insights.
- **Platform Administrators:**
  - Manage staff access permissions for Business Portfolios and Ad Accounts.

3. PREREQUISITES & TOOLS REQUIRED

- **Facebook Login Credentials:** Access is typically tied to the central marketing account email: `marketing@goozon.com.co` (Note the `.com.co` suffix).
- **Meta Business Suite URL:** `business.facebook.com`.
- **Meta Ads Manager URL:** `adsmanager.facebook.com`.
- **Highlevel Account:** Used as the primary tool to answer direct messages (DMs) and schedule marketing posts.

4. STEP-BY-STEP PROCEDURES

4.1. Accessing Meta and Selecting the GTC Portfolio

1. Open your browser and navigate to the **Meta Business Suite** (`business.facebook.com`).
2. Log in with your Facebook account associated with `marketing@goozon.com.co`.
3. Locate the business portfolio selector in the top-left dropdown and select the primary portfolio: **GTC 2022**.
4. Get familiar with the seven connected business assets:
   - **Do Brasil USA:** Facebook Page + Instagram Profile.

- **Hello Kids:** Facebook Page + Instagram Profile (Primary store asset).
- **Do Brasil Trinidad Premium:** Facebook Page + Instagram Profile.
- **Goozone Marketplace:** Facebook Page + Instagram Profile.
- **Uptrend:** Facebook Page + Instagram Profile.
- **Trending Woman:** Facebook Page + Instagram Profile.
- **Go Easy Foods:** Facebook Page only (*Obsolete / Ignore* - keep inactive).

4.2. Inbox Management & Comment Moderation (CSRs)

Chats and comments are handled in different places, and that separation is strict. Mixing them is how leads get lost:

1. Monitor the Business Suite for **red notification dots** indicating unread activity.
2. Navigate to the **Inbox** tab on the left-hand menu.
3. **Segregate Chat Channels:**
   - **Direct Messages (DMs):** *Do not* answer direct messages inside Meta Business Suite. All private messages from WhatsApp, Instagram DMs, TikTok DMs, and Facebook Messenger must be handled through the **Highlevel Conversations** tab to ensure proper lead tagging and pipeline tracking.
   - **Public Comments:** Because Highlevel cannot reply to public comments, CSRs (currently Sasha and Rosanna only) must navigate to the Meta Inbox, filter by **Facebook Comments** or **Instagram Comments**, and reply to public inquiries directly from there.

4.3. Tracking Content Metrics & the Post Planner (Marketing)

1. **Analyze Content Performance:**
   - Navigate to the **Content** tab.
   - Review key metrics for each individual post and story: **Reach, Likes, Reactions, Shares, and Watch Time**.
   - Use this data to figure out which visual formats and copy styles resonate most with the audience.
2. **Reviewing the Planner:**
   - Navigate to the **Planner** tab to see a calendar layout of all scheduled and published posts.
   - Identify platform deployment by looking at the icons (e.g., both Facebook and Instagram icons mean the post was published to both networks).
   - *System Note:* Although visible here, content must be scheduled using the **Marketing tab inside Highlevel**.

4.4. Pulling Page Insights & Reporting (Marketing)

1. Navigate to the **Insights** tab in the Meta Business Suite menu.
2. Select the specific brand asset from the dropdown (e.g., Do Brasil, Uptrend) to pull localized metrics.
3. Select your reporting timeframe (e.g., “Last 90 Days”).
4. Navigate to **Results** and **Audience** to export and report on:
   - Overall page views, organic reach, and ad-driven reach.
   - Audience demographics (age, gender, and geographic locations).
   - Content interaction rates and messaging volume reports.

4.5. Navigating Meta Ads Manager (Media Buyers)

1. Navigate to **Meta Ads Manager** (`adsmanager.facebook.com`).
2. Select the active ad account from the top menu dropdown.

- *Note:* Active campaigns are currently run for **GTC (Jewelry)** and **Uptrend**. Other ad accounts remain paused or inactive.

3. **Campaign Hierarchy Auditing:**
   - **Campaigns Tab:** Displays the primary marketing objectives (e.g., Lead Gen, Purchase Conversions).
   - **Ad Sets Tab:** Displays target demographics, placement settings, and daily budgets.
   - **Ads Tab:** Displays individual creatives (videos, images, or carousels).
4. Monitor and optimize based on performance metrics: **Results, Cost per Result, Spent Amount, and Impressions**.

---

5. KEY WORKFLOWS & FREQUENCIES

- **Daily (CSRs):** Check the Meta Inbox and reply to all new Facebook and Instagram public comments.
- **Daily (Marketing):** Monitor active campaign budgets and costs per result in Ads Manager.
- **Weekly (Marketing):** Review Highlevel-scheduled posts in the Meta Planner to verify correct cross-platform posting.
- **Monthly (Marketing/Management):** Export brand performance statistics from the Insights tab to create monthly growth reports.

---

6. EXPECTED OUTCOMES & DELIVERABLES

- **Comment Responsiveness:** 100% of customer comments on active posts addressed or redirected to DMs.
- **Clean Data Separation:** DMs handled exclusively in Highlevel, while comments are processed in Meta.
- **Optimized Ad Budgets:** Active campaigns monitored to ensure cost per result remains within profitable targets.

---

7. ROADBLOCKS & TROUBLESHOOTING

Issue / Roadblock	Potential Cause	Action Plan / Solution
Cannot see certain brands or ad accounts	Your personal Facebook profile does not have permission in the GTC 2022 portfolio.	Ensure you are logged into Facebook with the correct email (`marketing@goozon.com.co`) or submit an access request to the system administrator.
DMs are showing in the Meta Inbox but should be in Highlevel	The integration between Meta and Highlevel is delayed or disconnected.	Answer urgent messages directly in Highlevel first. If the sync error persists, notify the tech admin to re-authenticate the Meta channel inside Highlevel Settings.
Comments are not appearing in Meta Business Suite	Page filter settings are set incorrectly, or you are looking at the wrong brand asset.	Verify the active brand in the top-left dropdown. Go to **Inbox** > **Comments** and clear any search or date filters.
Unsure of the spelling or login structure for the Meta email	Typo in the email domain extension.	Remember the official facebook email is strictly `marketing@goozon.com.co` (ending in `.com.co`, not `.com`).