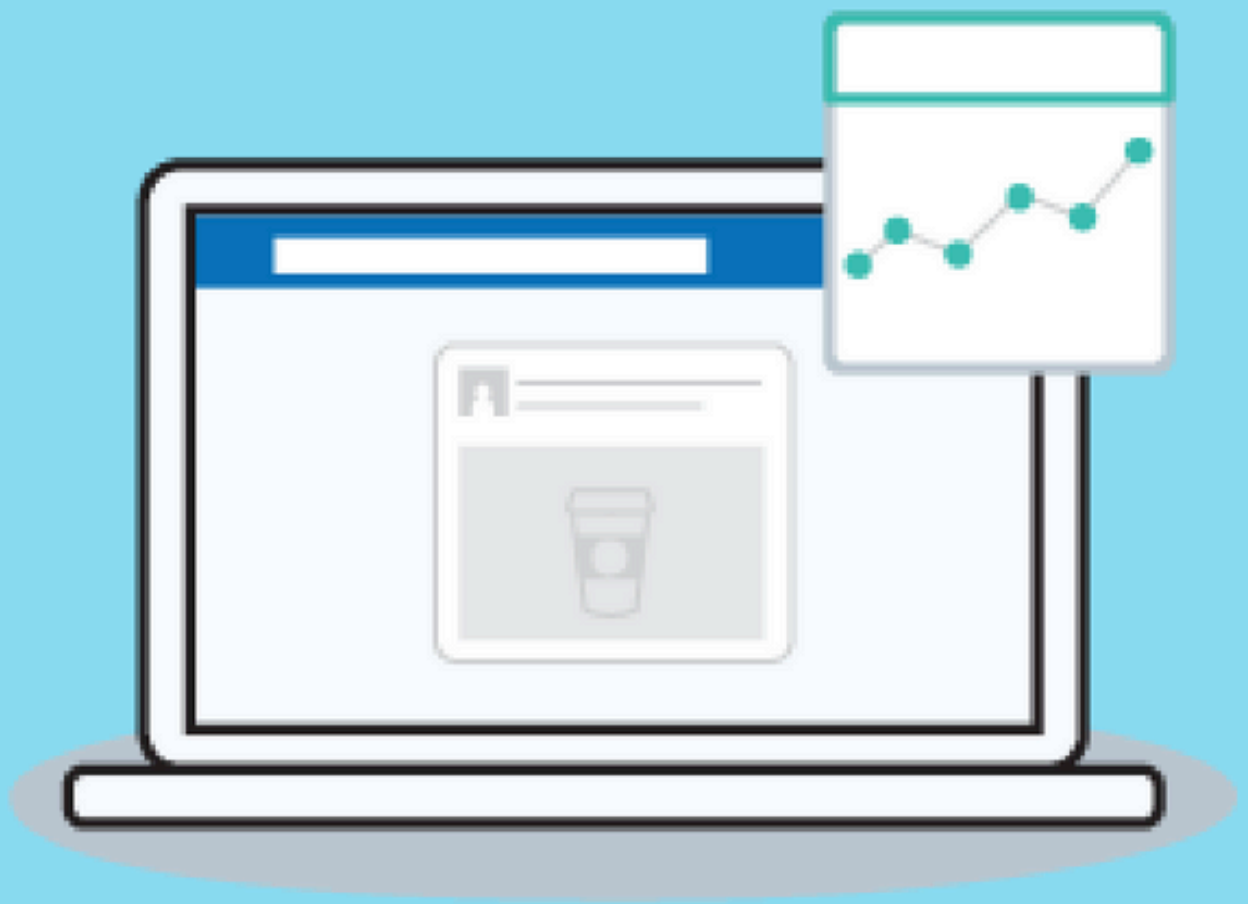


Project 3 - Part 2

Run a Facebook Campaign



Campaign Approach

The Marketing Challenge: Bring your own business.

The approach is to have women, age group 35-44 with BA degree in the US to purchase a solution for fine, dry brittle hair. Ad will run for 5 days with a budget of \$100.00 I created ad copy that is easy to understand and effective offering a free shampoo with a small purchase. Used a visually appealing photo keeping in mind brand consistency which speaks to the target persona.

Target Persona



Age
35 to 44 years

Highest Level of Education
Bachelor's degree (e.g. I

Social Networks



Industry
Investment

Organization Size
11-50 employees

GodyLocks Jones 1

Preferred Method of Communication

- Phone
- Email
- Face-To-face

Tools They Need to Do Their Job

- Cloud-Based Storage & File Sharing Applications
- Word Processing Programs
- Email
- Reporting Software

Job Responsibilities

Maintain relationships with service providers

Their Job Is Measured By

Team Productivity

Reports to

CEO

Marketing Objective

Marketing Objective: Conversion

Budget: \$100.00, set for Lifetime

Conversions: 1

Timeframe: 5 days

Start Date: 9-26-2018

End Date: 9-30-2018

KPI

Primary KPI:

Marketing ROI, how many people purchased Treatment packs with free rebalancing shampoo over 5 days:

Start Date: 9-26-2018

End Date: 9-30-2018

Campaign Summary

1. Target Ad Set was for women only ages 33-60.
Demographics: College education, location: USA
interest: Yoga, exercise, behavior: Frequent traveler
2. Ad Copy: “Anuva, the solution for fine, dry brittle hair.
Come check us out!”
3. Ad Creatives: A) Single image bottle of shampoo, B)
Single image of a hair treatment bottle, C) image of
the entire hair care product range.
4. No Changes were made.

Ad Images: Sample




Anuva

Sponsored

Anuva, the solution for Fine, Dry, Brittle Hair. Check us out!







Anuva

Sponsored

Anuva, the solution for Fine, Dry, Brittle Hair. Check us out!






Anuva, the solution for Fine,...

Shop Now


Anuv solu



Anuva

Sponsored

Anuva, the solution for Fine, Dry, Brittle Hair. Check us out!



> Now

Anuva, the solution for Fine,...

Shop Now

Anu' solu

Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	0	3,614	\$1.89	\$38.15
Ad Two	0	0	\$0	\$0
Ad Three	0	6,250	\$1.53	\$61.85
Overall	0	9.736	\$2.21	\$100.00

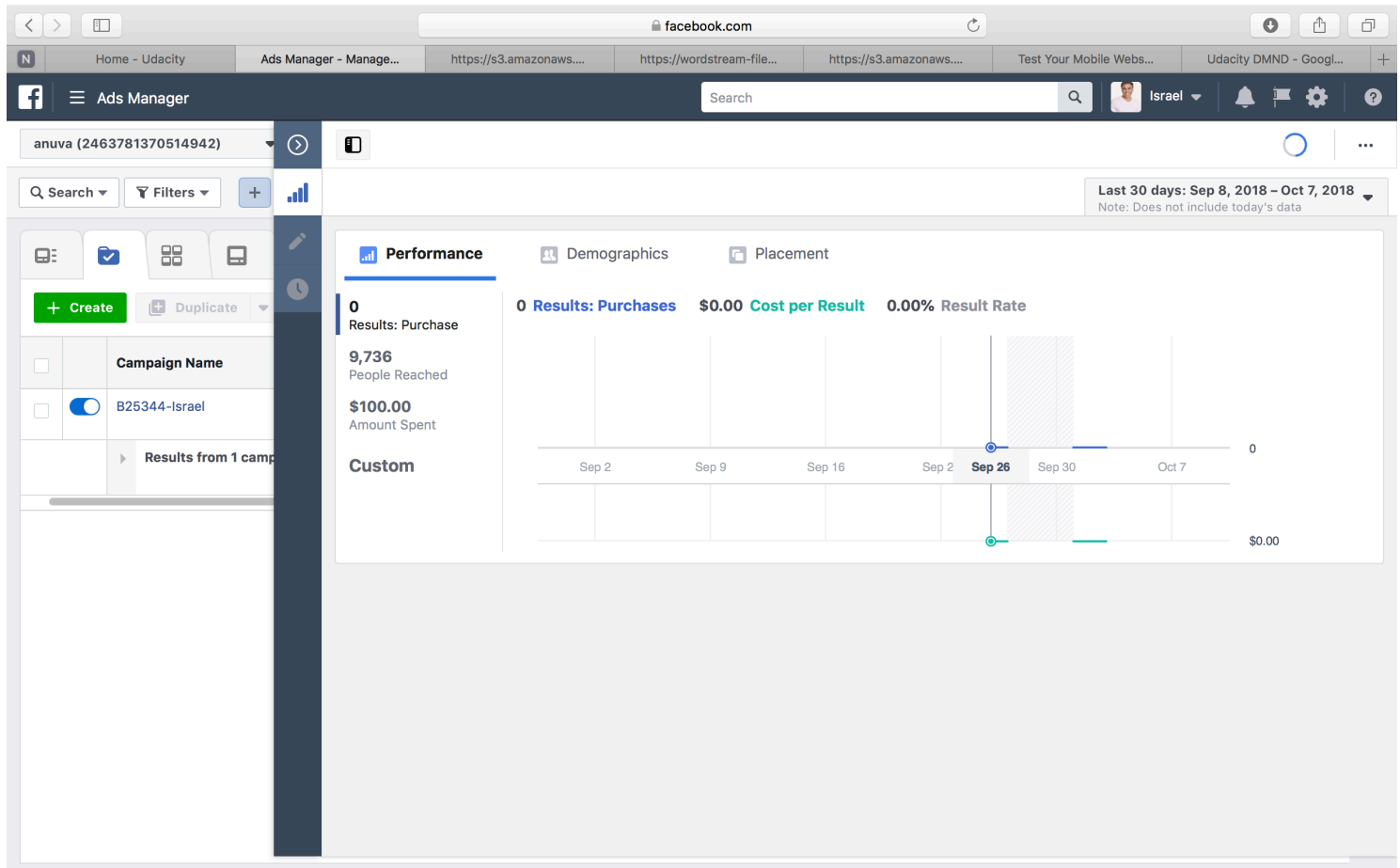
Campaign Evaluation

1. Campaign evaluation: Unsuccessful.
2. Marketing Objectives: one purchase.
 - a. Which ad performed best? Ad one performed the best
 - b. Was your campaign ROI positive? NO
 - i. $(\$150 * \# \text{ of leads}) / \text{cost} = \text{ROI}$
 - ii. $\$100 \times 0 \text{ (purchases)} = \0.00

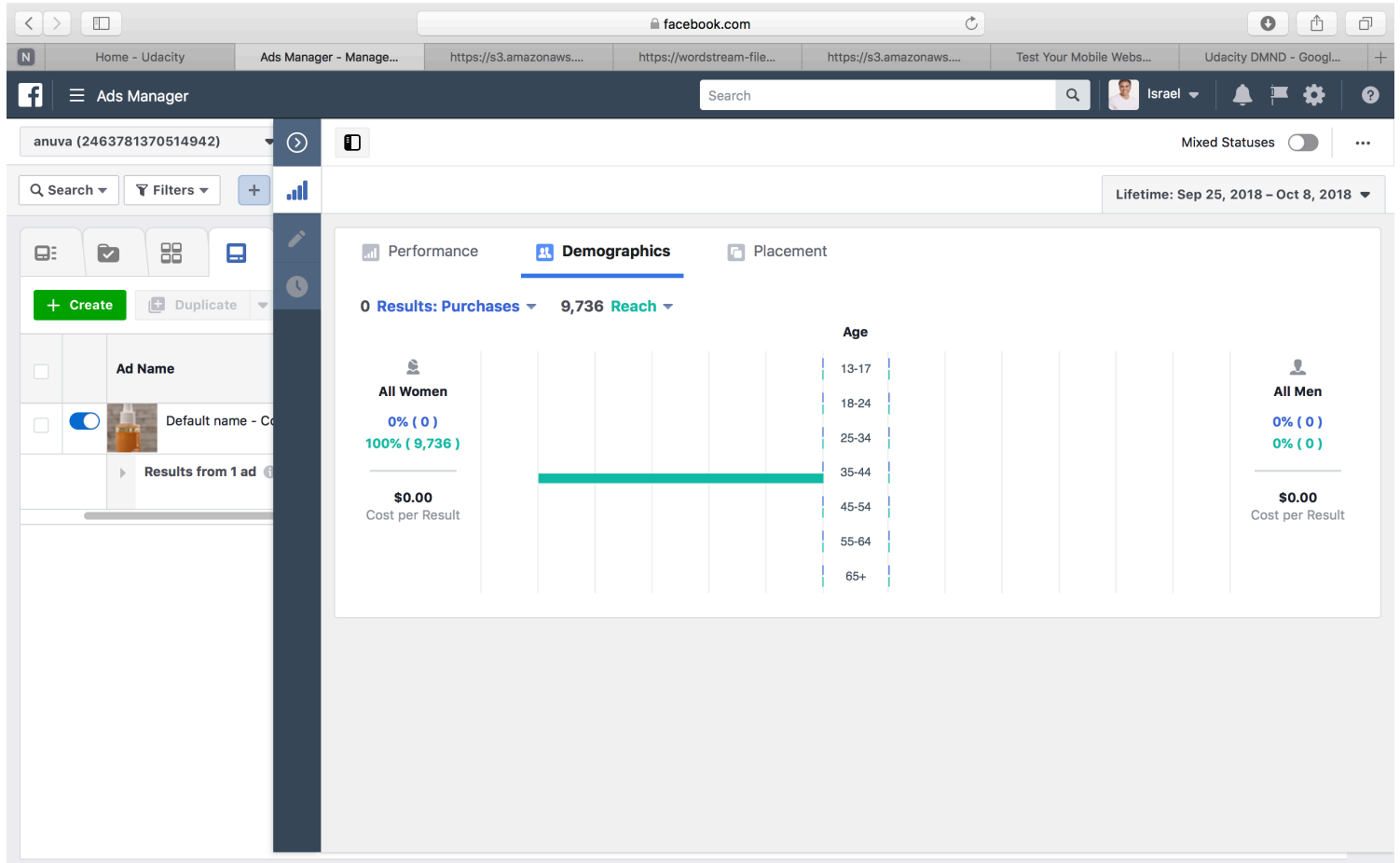
Campaign Evaluation: Recommendations

With additional budget, investing in keywords software, more relevant ad copy and images that resonate with target persona. Ran Camping for 30 days. Use the extra budget to further fuel the better ad.

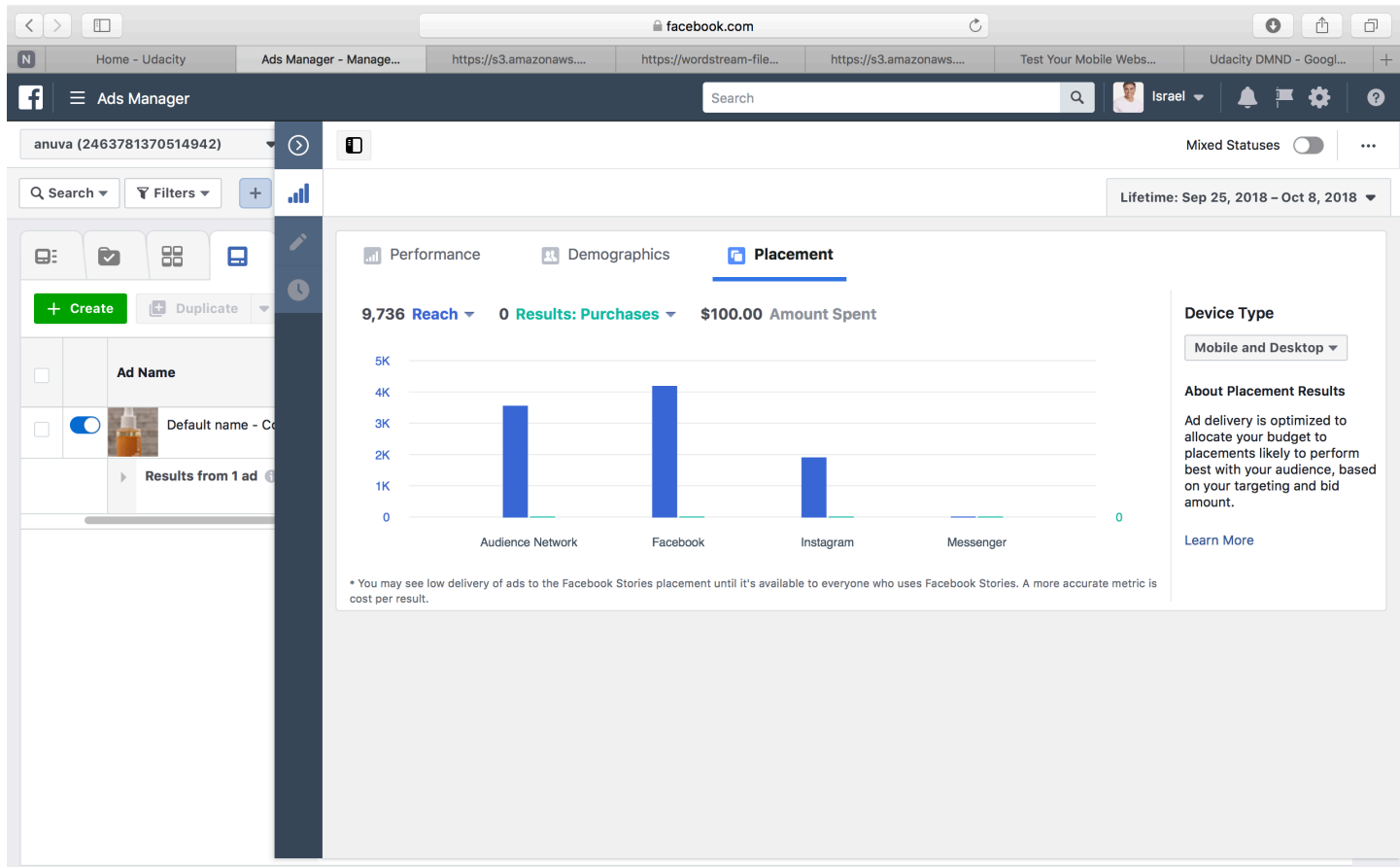
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Facebook Ads Manager interface showing Ad Set performance data.

Account: anuva (2463781370514942) | Updated just now | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing. | Lifetime: Sep 25, 2018 – Oct 8, 2018

Account Overview | Campaigns | Ad Sets (1 selected) | Ads for 1 Ad Set

Buttons: + Create, Duplicate, Edit, More, Preview, Rules | Columns: Performance, Breakdown, Reports

	Ad Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score
<input type="checkbox"/>	Default name - Conversions	0 Purchase	9,736	12,010	— Per Purchase	\$100.00	Oct 3, 2018	4
	Results from 1 ad	0 Purchase	9,736 People	12,010 Total	— Per Purchase	\$100.00 Total Spent		

Ad Set Data: Delivery

Facebook Ads Manager interface showing Ad Set Data for Delivery.

Account: anuva (2463781370514942) | Updated just now | Discard Drafts | Review and Publish

Search: [Search] | Filters: [Add filters to narrow the data you are seeing.] | Lifetime: Sep 25, 2018 – Oct 8, 2018

Account Overview | Campaigns | Ad Sets (1 selected) | Ads for 1 Ad Set

Buttons: + Create, Duplicate, Edit, More, Preview, Rules

Columns: Delivery | Breakdown | Reports

Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
Default name - Conversions	● Not Delivering Ad Set Completed	9,736	1.23	\$10.27	12,010	\$8.33
Results from 1 ad		9,736 People	1.23 Per Person	\$10.27 Per 1,000 Peopl...	12,010 Total	\$8.33 Per 1,000 Impre...

Ad Set Data: Engagement


Facebook Ads Manager interface showing Ad Set data for Engagement.

Account: anuva (2463781370514942) | Updated just now | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing. | Lifetime: Sep 25, 2018 – Oct 8, 2018

Account Overview | Campaigns | Ad Sets (1 selected) | Ads for 1 Ad Set

+ Create | Duplicate | Edit | More | Preview | Rules | Columns: Engagement | Breakdown | Reports

	Ad Name			Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
<input type="checkbox"/>	 Default name - Conversions	livering Completed		2	0	1	53	1	\$1.89
Results from 1 ad				2 Total	0 Total	1 Total	53 Total	1 Total	\$1.89 Per Action

Screen shot: Displaying all 3 ads

Search

US - 35-44, yoga...

Default name...

B25344-Israel > US - 35-44, yoga, higher education > Default name - Conversions

Not Delivering

Review

Text

Anuva, the solution for Fine, Dry, Brittle Hair. Check us out!

☒ Automatically show the best performing cards first

☒ Add a card at the end with your Page profile picture

☐ Add a map card showing your nearest business locations

Select cards from previous ads

123+

ImageVideo / Slideshow

rebalancing-hi-res-cutout.jpg

1200 x 1800

Crop ImageChange Image

For questions and more information, see the Facebook Ad Guidelines.

Headline

Anuva, the solution for Fine, Dry, Brittle Hair. Check us out!


Close

Ad Preview

1 of 1 Ad

Desktop Right Column

6 of 18



Anuva, the solution for Fine, Dry, Brittle ...
anuvahair.com
Anuva, the solution for Fine, Dry, Brittle Hair.
Check us out!

Refresh preview • Report a problem with this preview

Discard DraftPublish