

# Paid Advertisements

## Budget

The budget allocation for various paid advertisement platforms is outlined in Table 1. The total budget for the campaign is €9,000 per month, distributed among Google Ads, Facebook Ads, Instagram Ads, and LinkedIn Ads, showing established goals, metrics, and audience.

Table 1

Platform	Monthly Budget Allocation	Goal(s)	Metrics
Google Ads	€3,600	Conversions, Sales	Conversion rate, ROAS
Facebook Ads	€2,700	Brand Awareness, Lead Generation	Impressions, CPL, lead conversion rate
Instagram Ads	€1,800	Brand Awareness, Engagement	Reach, engagement rate
LinkedIn Ads	€900	Lead Generation, B2B Sales	Number of leads, cost per lead
Total	€9,000		

## Ad Creation

Table 2 summarizes the ad copy and visual strategies for each platform.

Table 2

Platform	Ad Copy	Visuals
Google Ads	"Find Your Next Great Read with Our Extensive Collection. Shop Now!"	High-resolution book cover images, clear CTA
Facebook Ads	"Explore Our Latest Book Arrivals and Special Offers!"	Engaging videos showcasing popular books
Instagram Ads	"Discover the Best Books for Every Genre. Start Reading Today!"	Eye-catching images of books in lifestyle settings
LinkedIn Ads	"Professional Reads for Your Business Needs. Learn More!"	Professional images and infographics

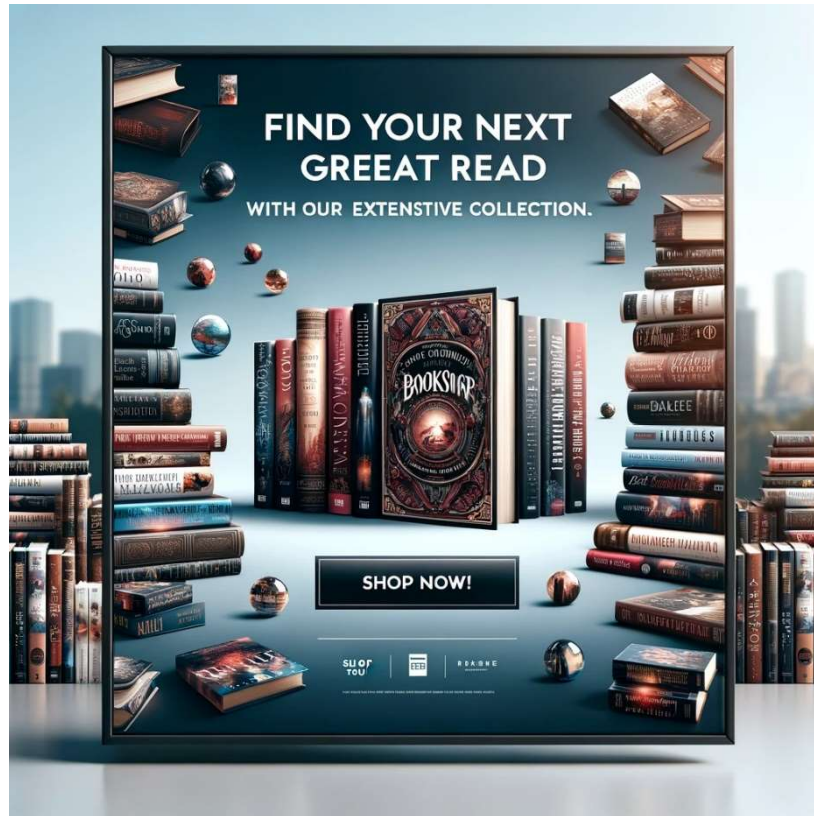


Image "Find Your Next Great Read with Our Extensive Collection. Shop Now"

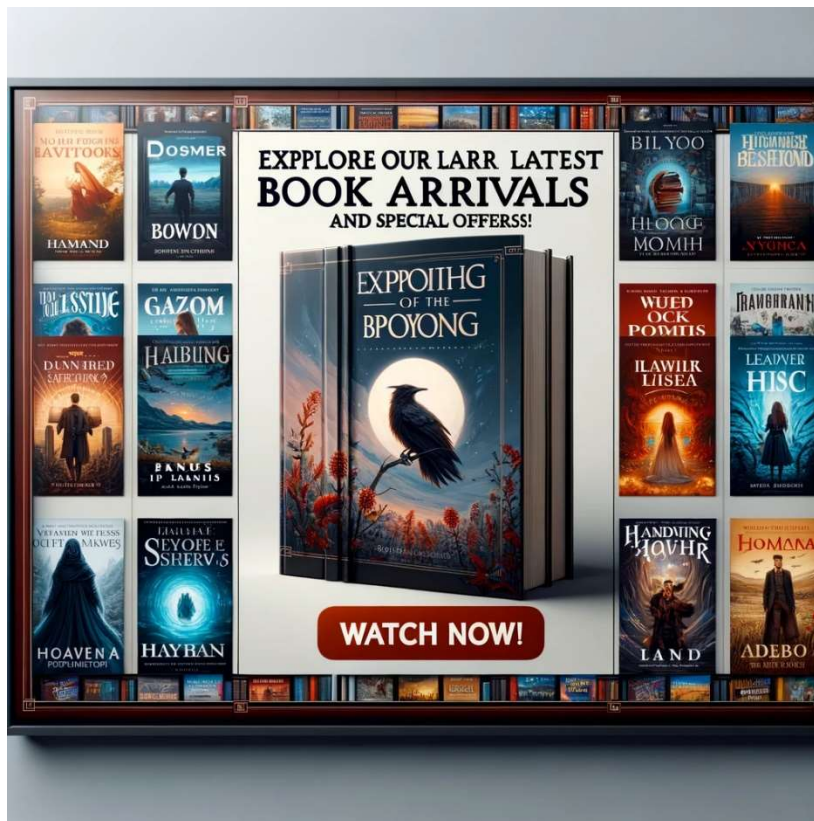


Image "Explore Our Latest Book Arrivals and Special Offers!"



Image “Discover the Best Books for Every Genre. Start Reading Today!”



Image “Professional Reads for Your Business Needs. Learn More!”

## Targeting

Precise targeting is critical for reaching the desired audience. The targeting strategies employed for each platform are detailed in Table 3.

Table 3

Platform	Targeting Details
Google Ads	Keywords related to books, genres, and authors, retargeting past website visitors
Facebook Ads	Interests in literature, age group 25-55, custom audiences from email lists
Instagram Ads	Interests in reading, age group 18-45, retargeting Instagram engagement
LinkedIn Ads	Job titles (e.g., Managers, Executives), industries (e.g., Publishing, Education), company size

## Tracking and Analytics

Conversion tracking and analytics tools are implemented to measure the effectiveness of ad campaigns, as summarized in Table 4.

Table 4

Platform	Tracking Tools and Metrics
Google Ads	Google Analytics: track website traffic, source/medium, and conversions
Facebook Ads	Facebook Pixel: measure actions taken on the website after viewing the ad
Monthly Reporting	Review metrics such as CTR, conversion rates, cost per conversion, and ROAS

## A/B Testing

Regular A/B testing is conducted to optimize ad performance. The testing details and outcomes for each platform are outlined in Table 5.

Table 5

Platform	Test Details	Outcome
<b>Google Ads</b>	Two different headlines ("Find Your Next Great Read" vs. "Discover Bestsellers")	Measure which headline drives more clicks and conversions
<b>Facebook Ads</b>	Static image vs. video ad	Determine which format generates higher engagement
<b>Instagram Ads</b>	Different CTAs ("Shop Now" vs. "Start Reading Today")	Identify which CTA leads to more conversions
<b>LinkedIn Ads</b>	Infographic vs. product image	Assess which visual type resonates more with the audience

Sources:

1. <https://www.linkedin.com/advice/3/how-do-you-allocate-your-digital-advertising-budget-zix4c>
2. <https://www.flow20.com/blog/creating-compelling-linkedin-ad-copy-and-visuals-strategies-for-impactful-campaigns/>
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