

PYUR

***Paid Social Media
Plan***

Historical Analysis, Insights/Observations, and Recommendations

Review the Fall 2021 Facebook awareness campaign data and charts under (***Paid tab***)

Identify 3 key insights/observations and one improvement for each.

Remember, the campaign objective is awareness.

<p><i>Insight/Observation 1</i> <i>Efficient Reach at a Reasonable Cost:</i> <i>The Awareness Testimonial (Video) campaign achieved a notable reach of 54,785 with a relatively low CPM of \$1.28. This indicates that the campaign efficiently reached a substantial audience at a reasonable cost per 1,000 impressions.</i></p>	<p><i>improvement / recommendation 1</i> <i>Further invest and focus on video content in future campaigns. Videos can be a cost-effective way to boost awareness and engagement.</i></p>
<p><i>Insight/Observation 2</i> <i>Higher Engagement with Image-based Campaigns:</i> <i>The Awareness Product Feature (Static Image) campaign had a higher post engagement with 3,207 despite a lower reach compared to the testimonial video campaign.</i></p>	<p><i>improvement / recommendation 2</i> <i>Consider incorporating compelling static images in the ad campaigns to drive higher engagement from the audience.</i></p>
<p><i>Insight/Observation 3</i> <i>Optimize Frequency for Better Engagement:</i> <i>The frequency for the Awareness Testimonial (Video) campaign was 1.32, indicating that, on average, users saw the ad just over once. Higher frequency can lead to ad fatigue and lower engagement.</i></p>	<p><i>improvement / recommendation 3</i> <i>Optimize ad frequency to ensure users aren't overwhelmed by the same ad. Testing different frequency levels can help find the sweet spot for engagement and cost-efficiency.</i></p>

Based on the campaign brief, identify the campaign objective, budget, and which platforms you will run ads on?

Campaign Objective	<i>The primary campaign objective is to increase awareness of PYUR’s new 3-step skincare solution for the fall season in specific markets within the United States (New York, Chicago, Miami, Dallas, Houston, and Los Angeles). This involves targeted marketing and A/B testing to understand performance among the targeted audience of men and women aged 21-45 who care about clearer, healthy-looking skin.</i>
Budget	<i>The campaign budget is divided into two main categories: Paid Media: \$8,000 Influencer Marketing: \$2,000</i>
Platforms	<i>❖ Facebook: A portion of the budget, specifically \$8,000, is allocated for the Facebook paid media plan. Facebook is a crucial platform due to its extensive user base and robust advertising capabilities, allowing precise audience targeting and engagement. ❖ Instagram: Leveraging Facebook's advertising capabilities, the campaign will extend to Instagram due to its popularity and the potential to reach a visually engaged audience. The budget allocation for Instagram will be a part of the \$8,000 allocated to Facebook. ❖ YouTube: Utilizing video content, YouTube provides an excellent platform to showcase testimonials and product features. Video ads on YouTube can reach a vast audience and can be effective in enhancing awareness. A portion of the paid media budget will be allocated to YouTube advertising.</i>

Who is your target audience and what is the reach for this campaign?

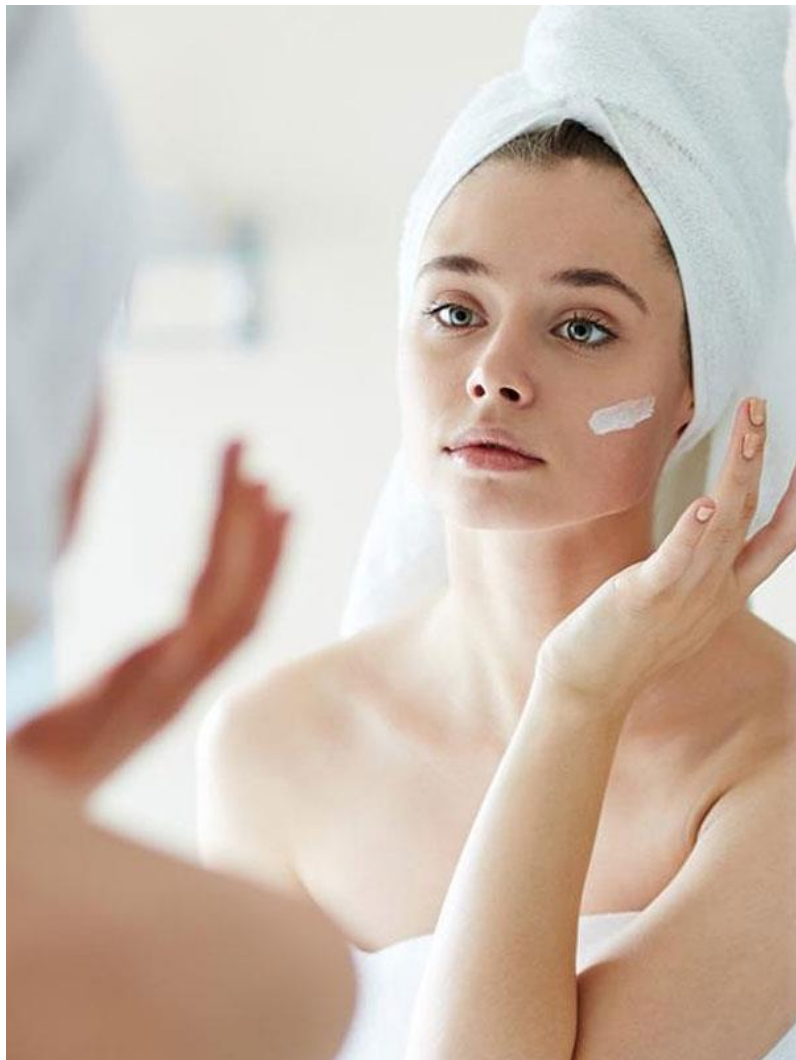
Review buyer personas, and campaign brief to identify target audience demographics, Geo-targeting, and behavioral targeting

Audience Demographics	<i>Marketing Elle:</i> <i>Age:</i> 25 to 34 years <i>Preferred Social Networks:</i> <i>Facebook, Instagram, Twitter, LinkedIn, Pinterest</i> <i>Income (Household):</i> \$75,000 <i>Education:</i> Bachelor's degree <i>Industry:</i> Marketing	<i>Pharmaceutical Phillee:</i> <i>Age:</i> 45 to 54 years <i>Preferred Social Networks:</i> <i>Facebook, Twitter, LinkedIn</i> <i>Income (Household):</i> \$85,000 <i>Education:</i> Master's degree <i>Industry:</i> Pharmaceutical	<i>Realtor Richie:</i> <i>Age:</i> 35 to 44 years <i>Preferred Social Networks:</i> Facebook, Instagram, Twitter, LinkedIn <i>Income (Household):</i> \$120,000 <i>Education:</i> Some college, no degree <i>Industry:</i> Real Estate	<i>Wenny the Web Developer:</i> <i>Age:</i> 35 to 44 years <i>Preferred Social Networks:</i> <i>Facebook, Instagram, Twitter, LinkedIn</i> <i>Income (Household):</i> \$120,000 <i>Education:</i> Master's degree <i>Industry:</i> Technology
Geo-targeting	<i>The campaign focuses on markets in the United States, particularly in cities like New York, Chicago, Miami, Dallas, Houston, and Los Angeles.</i>			
Behavioral targeting	<i>The campaign aims to target individuals who are interested in clearer, healthy-looking skin and are between the ages of 25-55. Behavioural targeting will focus on users who have shown interest in skincare, beauty products, and related topics online.</i>			

AD MOCKUPS

Based on the campaign objective, create ad mock-ups for a Facebook (Meta) campaign. Please create ads for two placements, one for Facebook (Meta) Stories, and the other for the Facebook (Meta) feed. The ads must include an image that represents the brand, one post text caption, and one call-to-action.

Stories Ad



Caption Text:
"Experience the London Look with PYUR's 3-step skincare regimen. Say hello to clearer, smoother skin! 🌿💎"

Call To Action:
"Shop Now"

Feed Ad



Caption Text:
"See the difference PYUR makes in just 3 steps. Your journey to flawless skin starts here. #LiveTheLondonLook 🔄"

Call To Action:
"Discover More"

Facebook A/B Test

Based on the campaign brief and other provided information, complete all sections of the A/B test table below. Some of the budget details are provided for you in the brief, but you will need to identify the A/B test details. Make sure it is clear the difference between A & B. Also complete the Expectation and next steps section.

Facebook A/B Test for Optimization				
Name of Ad	Campaign Objective	(Evaluation metrics) Key Performance Indicators (KPIs)	Audience	Budget
Ad 1	Increase Awareness	Click-through Rate (CTR), Reach	Men and women, 25-55, USA	\$4,000
Ad 2	Increase Awareness	Click-through Rate (CTR), Reach	Men and women, 25-55, USA	\$4,000

Expectation and next steps: Describe your goal is for the A/B Test and what you next steps will be based on results.

Ad 1 (A) is expected to attract attention with vibrant visuals and compelling ad copy, driving higher engagement and reach.

Ad 2 (B) is anticipated to emphasize the CTA button to prompt action, potentially resulting in better click-through rates.

Next Steps:

- ❖ *Run the A/B test on Facebook, carefully monitoring the performance of both ads.*
- ❖ *Analyse the data collected from the test to determine which ad variant (A or B) performed better in terms of KPIs.*
- ❖ *Optimize the campaign based on the results, reallocating budget and focusing efforts on the higher-performing ad variant.*
- ❖ *Continue to iterate and refine the campaign for optimal results.*

Influencer Overview

Based on campaign objectives, provide a snapshot overview of the concept

Who/How many: Target audience of influencers	<i>Influencers primarily focused on skincare, beauty, lifestyle, and wellness, ranging from macro to micro-influencers with a total reach of 1 million followers.</i>
Where: Activation Channels	<i>Instagram, YouTube, and TikTok for video content. Blogs and Twitter for written content and engagement. Live Q&A sessions on Instagram and Facebook.</i>
What: type of lifestyle?	<i>A healthy and confident lifestyle that emphasizes the importance of skincare and self-care. The influencers will embody this lifestyle through their content, showcasing how PYUR products seamlessly integrate into their routines.</i>
When: will it launch? Duration?	<i>Launch is set for the start of the fall season, running for three months, aligning with the fall campaign. It will start on September 1st and end on November 30th.</i>
Cost?	<i>Estimated cost for influencer collaboration is \$50,000, with a breakdown for each influencer based on their following and engagement rates.</i>
How: What is the project proposal?	<i>Identify and reach out to a curated list of influencers aligned with PYUR's brand image and target audience. Discuss collaboration terms, compensation, and deliverables. Provide influencers with PYUR products to integrate into their daily routines. Encourage influencers to create engaging and authentic content showcasing the benefits of PYUR products. Monitor the campaign, engage with influencers, and gather feedback for future improvements.</i>

PYUR Fall Success: Leveraging Momentum for Sales Surge

Objective: Drive product sales and conversions following the successful Fall Awareness Campaign.

Key Insights from the Previous Campaign:

- ❖ Highlight the awareness generated, engagement rates, and positive sentiment.
- ❖ Showcase the most effective content types and channels.

Proposed Campaign Strategy:

Sales-focused Creatives:

- ❖ Utilize high-converting creatives such as customer testimonials, limited-time offers, and product demos.
- ❖ Leverage user-generated content to enhance authenticity and build trust.

Targeted Advertising:

- ❖ Utilize Facebook's precise targeting tools to reach potential customers based on their demographics, interests, and online behaviour.
- ❖ Leverage retargeting to reach users who engaged with the previous campaign but did not convert.

Performance Tracking and Optimization:

- ❖ Implement tracking pixels and UTM parameters to measure the effectiveness of the campaign.
- ❖ Continuously monitor ad performance, tweak targeting, and optimize ad creatives based on real-time data.

Expected Outcomes:

- ❖ Increase in product sales and conversions.
- ❖ Higher ROI compared to the previous campaign due to a direct focus on conversions.

Next Steps:

- ❖ Collaborate with the sales team to align efforts and track the impact of the campaign on revenue.
- ❖ Prepare a detailed report outlining the success of the campaign and learnings for future strategies.