







EPICONSULT BUDGET BREAKDOWN — Q4 (October–December 2025)

Option A — 1 Boosted Post per Week (Lean / Awareness-Only Plan)

-  Campaign Period: October 1 – December 31, 2025 (13 weeks)
-  Posting Frequency: **1 boosted post per week** → ≈ 13 boosted posts total
-  Average Boost Spend: **₦8,000** per post
-  Boost Duration per Post: 5–7 days (e.g., Tue–Mon continuous)





Cost Calculation

- Weekly Cost → $\text{₦8,000} \times 1 \text{ boost} = \text{₦8,000/week}$
- Monthly Estimate → $\text{₦8,000} \times 4 \text{ weeks} \approx \text{₦32,000/month}$
- 3-Month Total (Oct–Dec) → $\text{₦8,000} \times 13 \text{ weeks} = \text{₦104,000 total}$



Platform Split

- Instagram — 60% → **₦62,400**
- Facebook — 40% → **₦41,600**

Expected Outcomes

-  Estimated Reach: 20,000 – 30,000 people
-  Estimated Engagement: 1,200 – 2,200 interactions
-  Expected Inquiries: 100 – 150 clinic inquiries (target)
-  Follower Growth:
 - Facebook: +80–120
 - Instagram: +120–180

Strategic Alignment (Q4 Goals)

-  Maintains brand visibility at lower cost
-  Ideal for lean quarters or testing campaigns

- ✓ Prioritizes reach and awareness over frequency
- ✓ Good for seasonal campaigns or specific promos


Option B — 2 Boosted Posts per Week (Standard Consistency Plan)

 *Campaign Period:*

October 1 – December 31, 2025 (13 weeks)

 Posting Frequency: **2 boosted posts per week** → ≈ 26 boosted posts total

 Average Boost Spend: **₦6,000** per post

 Boost Duration per Post: 6–7 days total (e.g., **Mon–Sat**)





 Cost Calculation

- Weekly Cost → $\text{₦6,000} \times 2 \text{ boosts} = \text{₦12,000/week}$
- Monthly Estimate → $\text{₦12,000} \times 4 \text{ weeks} \approx \text{₦48,000/month}$
- 3-Month Total (Oct–Dec) → $\text{₦12,000} \times 13 \text{ weeks} = \text{₦156,000 total}$

 Platform Split

- Instagram — 60% → **₦93,600**
- Facebook — 40% → **₦62,400**

 Expected Outcomes (based on Sept. performance & Meta forecasts)

-  Estimated Reach: 30,000 – 45,000 people across both platforms
-  Estimated Engagement: 2,200 – 3,800 interactions
-  Expected Inquiries: 180 – 250 clinic inquiries (target)
-  Follower Growth:
 - Facebook: +120–180
 - Instagram: +180–250

 Strategic Alignment (Q4 Goals)

- ✓ Balanced visibility with efficient spending

- ✓ Consistent presence during key health awareness months
- ✓ Regular audience engagement through educational & promo content
- ✓ Ideal for steady growth while controlling ad spend

SN	Boost Per-Week	Duration of boost	Monthly Cost	3 Month Total	Best For
LEAN PLAN	₦8,000	5–7 days	₦32,000	₦104,000	Cost-efficient awareness
STANDARD PLAN	₦6,000	3–4 days	₦48,000	₦156,000	Balanced growth & visibility