



SOCIAL MEDIA PLAN

ERICA KANE

OVERVIEW

TOTAL SPEND: **\$48,900**

Buying Model Spend

- 70% allocated for conversion
- 22% allocated for video views
- 8% allocated for ad views

Spend by Channel

- \$39,200 on Facebook/Instagram
- \$6,000 on YouTube
- \$4,000 on Twitter

RETARGETING CONVERSION CAMPAIGN

FACEBOOK/INSTAGRAM

- CUSTOM AUDIENCE CREATED USING THE CRM DATA OF PAST/CURRENT CUSTOMERS WHO DON'T YET HAVE THE PELOTON TREAD
- CUSTOMERS WILL BE EXCLUDED FROM THE CAMPAIGN AS THEY BUY THE TREADMILL. KEEPING AD SPEND EFFICIENT AND PROTECTING CUSTOMERS FROM HAVING TO DEAL WITH ADS FOR A PRODUCT THEY ALREADY BOUGHT
- SPEND ALLOCATED IS \$10,200, 30% OF THE TOTAL CONVERSION CAMPAIGN. THIS MATCHES THE AUDIENCE WEIGHT IN THE BRIEF



NEW CUSTOMER CONVERSION

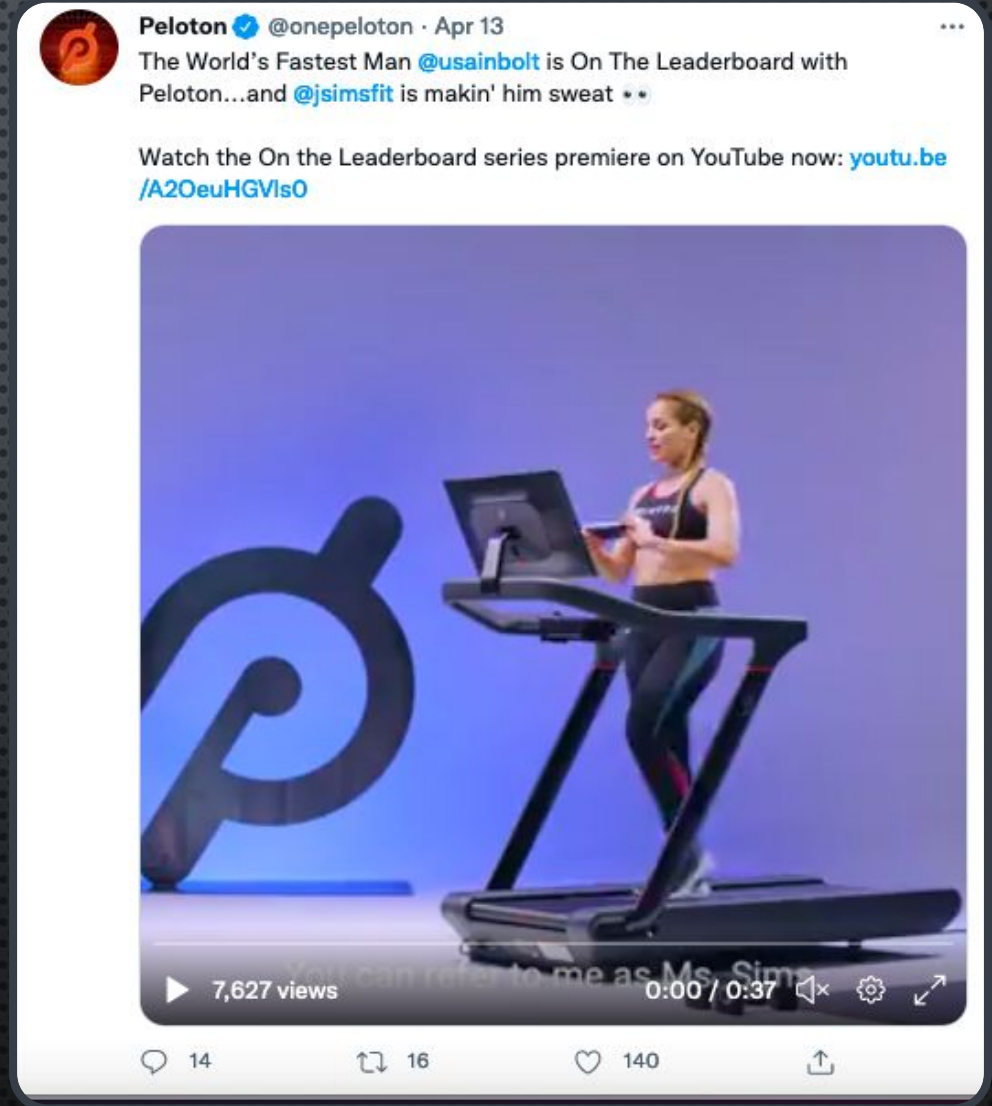
3 audiences in Facebook/Instagram



1. LOOK-ALIKE AUDIENCE CREATED FROM CURRENT/PAST CUSTOMER LIST
2. AN AUDIENCE WITH NO TARGETING FOR FACEBOOK'S ALGORITHM TO OPTIMIZE
3. SAVED AUDIENCE: ESTIMATED AUDIENCE SIZE: 27,800,000 - 32,700,000
 - DEMOGRAPHICS: AGE 24-55, EXPANDED THE TARGET AGE 1 YEAR IN BOTH DIRECTIONS, SELECTED THE TOP 50% IN INCOME TO MAKE SURE THE AUDIENCE COULD AFFORD THE PRODUCT
 - INTERESTS:
 - BASED ON THE BRIEF -PREMIUM GYMS, CALORIE COUNTING APPS, HEALTH AND WELLNESS, PHYSICAL EXERCISE AND NUTRITION WERE INCLUDED,
 - BASED ON THE PRODUCT -RUNNING, JOGGING, ATHLETIC CLOTHES AND SHOES, AND OTHER TREADMILL COMPANIES WERE ADDED

*Please note that current/past customers were excluded from these audiences as they have a separate campaign targeting them and audiences currently have equal budgets but spend will be adjusted based on performance and cost

AWARENESS CAMPAIGN



AUDIENCES

- FACEBOOK/INSTAGRAM —USING THE LOOK-ALIKE AND SAVED AUDIENCES FROM THE CONVERSION CAMPAIGN EXCEPT CURRENT/PAST CUSTOMERS ARE NOT EXCLUDED THIS TIME. SPEND WILL BE ADJUSTED BASED ON PERFORMANCE AND COST
- YOUTUBE -AGE:25-54, INCOME: TOP 40%
 - AUDIENCE SEGMENTS: RUNNING ENTHUSIASTS, HEALTH & FITNESS BUFFS
 - TOPICS: FITNESS EQUIPMENT & ACCESSORIES, FITNESS INSTRUCTION & PERSONAL TRAINING, GYMS & HEALTH CLUBS, HIGH INTENSITY INTERVAL TRAINING, WEIGHT LOSS, NUTRITION, FITNESS
 - WEEKLY IMPRESSIONS ESTIMATE: 25M WITH A FREQUENCY CAP OF 7 PER WEEK
- TWITTER —AGE:25-54
 - INTERESTS AND KEY WORDS ARE ABOUT RUNNING OR EXERCISE IN GENERAL AND WEIGHT LOSS
 - FOLLOWER LOOK-ALIKES —PELOTON AND PELOTON TREAD COACHES, PREMIUM GYMS AND CALORIE COUNTING APPS
 - ESTIMATED AUDIENCE SIZE: 32,700,000 – 36,100,000

VIDEO VIEWS



- CHANNELS: YOUTUBE, FACEBOOK/INSTAGRAM, AND TWITTER
- YOUTUBE WAS ALLOCATED THE MOST MONEY AS THIS IS YOUTUBE'S ONLY BUYING MODEL AND YOUTUBE IS THE LARGEST VIDEO PLATFORM
- TWITTER WAS GIVEN THE LEAST AS IT IS THE SMALLEST PLATFORM
- KPIs ARE VIDEO VIEWS AND COMPLETION RATE WITH SECONDARY KPIs OF ENGAGEMENT
- ADDED TO AWARENESS CAMPAIGN AS VIDEO VIEWS ARE A WAY OF MAKING SURE THAT SOMEONE ACTUALLY SEES THE AD

AD VIEWS

- CHANNELS: FACEBOOK/INSTAGRAM, AND TWITTER
- THE SAME BUDGET GIVEN TO TWITTER AND FACEBOOK/INSTAGRAM AS FACEBOOK/INSTAGRAM IS ALREADY RUNNING A BUNCH OF ADS FROM OTHER BUYING MODELS
- FREQUENCY LIMIT OF 3 PER WEEK FOR FACEBOOK/INSTAGRAM DUE TO THE ADS RUNNING IN OTHER BUYING MODELS
- FREQUENCY LIMIT OF 7 PER WEEK FOR TWITTER AS TO NOT ANNOY CONSUMERS
- ONLY THE SECONDARY KPI OF ENGAGEMENT MEASURED AS THIS BUYING MODEL IS NOT PAYING FOR A CERTAIN ACTION