

Paid Social Media Plan

Build your paid social media strategy.

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.

Video ad gets more impressions. 72,317 vs 23,817 for the static ad.

increase video ads

Awareness testimonials had 2x more impressions and clicks than Awareness Product Feature

Create more content that are testimonials

Facebook had higher placement resulting in higher impressions vs instagram

increase placement on instagram, using more channels to reaching a wider audience.

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

Campaign Objective	Increase brand awareness.
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Budget	Paid media: \$8k Influencer: \$10k
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Platforms	Facebook, Instagram, Twitter
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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:

Male and Females 21-45

Geo-targeting

New York, Chicago, Miami, Dallas, Houston, Los Angeles

Behavioral targeting

Consumers struggling with sensitive and acne prone skin, skin discoloration. Looking for a quick, easy, non fuss skin routine.

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.



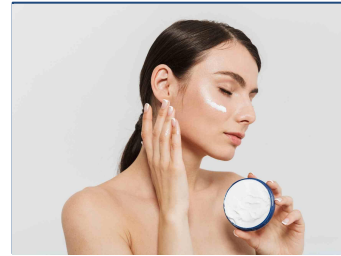
Stories Ad

Revitalize your skin with PYUR, where nature meets luxury to unveil a radiant, ageless glow; embrace the beauty within—transform your skincare ritual today. #GlowWithPYUR

Call To Action:

Learn more Today

Feed Ad



Caption Text:

PYUR. Because your skin deserves nothing but the best.

Call To Action:

Learn more Today

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 of brand	increase in engagements	facebook users male	Max \$4000
Ad 2	increase awareness of brand	increase in engagements	facebook users female	Max \$4000

Expectation and next steps: Describe your goal is for the A/B Test and what you next steps will be based on results. The difference between Ad 1 & Ad 2 will be the image shown to the audiences. Goal is to increase the awareness and engagements of PYUR brand.

Influencer Overview

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

Who/How many: Target audience of influencers

2 Nano influencers each with following ~1000. And 2 Micro influencers with ~10k followers. Both in different locations/regions.

Facebook & Instagram

Where: Activation Channels

What: type of lifestyle?

Skincare enthusiast, possible esthetician background, or had a history of acne healed from.

When: will it launch? Duration?

Starting next month. last for 1 month.

Cost?

Max totaling \$2k

How: What is the project proposal?

Livestream on Instagram their favorite skincare products from the line, what they use them for, how they help them with skin issues, demonstrate using, and engage with questions and tips from live viewers.