##### **Design the Ad Campaign as per the ad manager template**

1. Goal for the Instagram ad campaign:

The goal we'll focus on is "Increase engagement by 20% Over the Next 12 Months" as mentioned in the "Setting Goals for Your Social Media Strategy" document.

In the Facebook Ad Manager, this would align with the "Consideration" objective, specifically the "Engagement" sub-objective. This will help increase customer interaction and build loyalty.

2. Target audience for the ad campaign:

Based on the buyer personas described in the "Buyer Persona Report," we'll target:

- Age: 25-35

- Gender: All

- Location: Local area (city where Thickshake Factory operates)

- Interests: Food and drink, Desserts, Ice cream, Social dining, Food photography, Local events, Family activities

- Behaviors: Frequent Instagram users, Engaged shoppers, Foodies

3. Ad format for the campaign:

For this campaign, we'll use Instagram Carousel Ads. This format allows us to showcase multiple images, which is perfect for highlighting various aspects of Thickshake Factory's offerings and appealing to both of our personas. Carousel ads have a higher click-through rate and allow us to tell a story, which aligns well with our goal of increasing engagement .

4. Ad content design:

Here's a concept for a carousel ad campaign designed to increase customer engagement:

Carousel Ad: "Shake Up Your Routine with Thickshake Factory"

Image 1: A vibrant, eye-catching photo of the "Death by Chocolate" thickshake

Caption: "Indulge in pure chocolate bliss! 🍫"

Image 2: A group of friends enjoying thickshakes together, laughing

Caption: "Create unforgettable moments with friends 😊"

Image 3: Behind-the-scenes shot of a mixologist creating a new flavor

Caption: "Crafting unique flavors just for you 🍓🥭🍌"

Image 4: A customer using their phone to take a photo of their thickshake

Caption: "Share your #ThickshakeFactoryMade creations!"

Main Ad Text: Hey shake lovers! 🍦 Ready to join the tastiest revolution in town?

🎉 Tag a friend you'd share a Thickshake with! 💡 Comment your dream flavor combo below! 🏆 Join our loyalty club for VIP perks and surprise treats!

Let's create delicious memories together. Swing by and let's shake things up! #ThickshakeFactory #ShakeSquad

Call-to-Action Button: "Learn More"

This carousel ad addresses several key points from our strategy:

1. It showcases the product variety (addressing the Adventurous Foodie persona)

2. It highlights the social aspect (appealing to the Social Connector persona)

3. It gives a behind-the-scenes glimpse to build connection

4. It encourages user-generated content

5. It promotes the loyalty program to drive repeat visits

By using engaging visuals and focusing on both the product and the experience, this ad campaign aims to increase customer engagement by showcasing what makes Thickshake Factory unique and rewarding for repeat customers.