



### Objectives

- Increase online sales for a fashion brand that specializes in sustainable clothing

### Campaign Budget

- \$ 2,000

### Platforms

- Facebook Ads
- Instagram Ads

### Campaign Duration

- 2 Weeks

### Success Measurement



# Facebook Ad

## **Campaign Duration .**

The campaign will run for 2 weeks (14 days)

## **Target Audience**

Men & women aged 36-45 who are interested in sustainable fashion and eco-friendly products.

## **Ad Format**

A photos ad featuring a product photo and a call-to-action to visit the brand's website.

## **Ad Budget**

\$500



# Instagram Ad

## Campaign Duration .

The campaign will run for 2 weeks (14 days)

## Target Audience

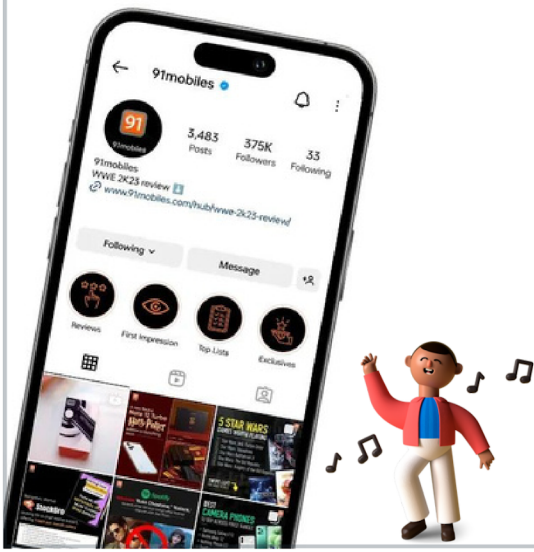
Men & women aged 25-35 who are interested in sustainable fashion and eco-friendly products.

## Ad Format

A catalog ad featuring a product photo and a call-to-action to visit the brand's website.

## Ad Budget

\$1,500



# SUCCESS MEASURE

Measure the success of the campaign by tracking online sales using Google Analytics and Facebook Pixel.

