**Social Media Paid Advertising Campaign**

**Section 3**

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FlowerShopping.com operates as a luxury flower delivery portal that provides multiple fresh flower and plant products and gift baskets suitable for every celebration. FlowerShopping.com achieves prime status through its premium floral arrangement’s swift delivery services and stellar support which draws customers seeking national flower delivery.

The target audience persona description

Our main market consists of people between the ages of 25 and 55, who buy flowers for their birthdays, anniversary events, and special holidays.

The scientific description of a target customer person represents Sarah Thompson who is 35-year-old adult prioritizing speedy deliveries of excellent flower presents. When Sarah buys flowers online, she expects both easy ordering capabilities and reliable shipment methods from her buying experience.

**Social Media Platforms**

* Facebook and Instagram together provide excellent targeting capabilities that yield highly interactive results which make them exceptional choices for visual presentation of floral creations.
* Since Pinterest users constantly search for gift ideas this platform serves admirably as a destination to show novel flower designs.
* The increasing user count on TikTok allows it to provide visual storytelling that builds influence through brief exciting video content.

**Competitive Analysis:**

Canada Flowers represents the principal market competition for our company.

Key Observations:

* Most flower delivery companies utilize both image advertisements together with carousel advertisements and video content.
* The flower business segment of Canada Flowers adopts seasonal marketing strategies and corporate gift programs as well as effective Instagram and Facebook user engagement.
* The best method for user engagement on Flowers by Canada Flowers exists through publishing instructional flower arrangement videos and showing videos of daily florist activities.
* The platform of paid ads showcases temporary promotions during specific seasonal events and customized present options for users.
* Three effective promotional strategies enable the business to reach its results through influencer partnerships customer-generated content and specialized advertising targeted at previous buyers.

The primary goal of this campaign is to increase brand awareness for FlowerShopping.com, making it the top choice for customers seeking premium flower delivery services.

**Campaign Objectives**

An objective aims to increase e-flower sales by 15% throughout a single month by using targeted social media marketing techniques.

**Campaign Objectives**

The strategic goal focuses on making FlowerShopping.com more recognizable through wide population reach and establishing a memorable brand presence in potential customers' minds.

* The advertisement strategy aims to achieve 40% more ad impressions throughout the first month as part of the brand entry process for discovering new potential customers.
* Social media advertising will achieve success when the engagement rate reaches 3%.
* Social ads will lead FlowerShopping.com toward reaching a minimum of 10,000 new website visitors.
* The goal is to obtain a 20% improvement in brand recognition for FlowerShopping.com so customers recognize the brand during floral gift searches.

**KPIs & Metrics to Measure Success:**

* Ads will reach people as measured by Impressions & Reach.
* The social media engagement rate consists of user interactions which include social media likes comments shares and saves.
* How many people out of those who viewed the advertisement clicked it? The answer is Click-Through Rate (CTR).
* The number of fresh website visitors who arrive from social media activities represents Website Traffic.
* After the campaign runs surveys assess how well consumers remember the FlowerShopping.com brand name.

Thorough awareness building increases the probability of attracting new customers who will spend with your organization in the future.

The approach enhances FlowerShopping.com's market position through wide recognition in the digital flower delivery sector.

The campaigns for brand awareness result in acquiring new customers who often develop into loyal customers.

**Ad Mockups**

**Ad 1: Facebook Carousel Ad**

**A group of flowers in a row

AI-generated content may be incorrect.**

**Caption: Surprise your loved ones with fresh blooms!**

**Instagram:**

**A screenshot of a flower shop

AI-generated content may be incorrect.**

**Caption: Surprise your loved ones with fresh blooms!**

**Ad 2: TikTok Video Ad**

[**TikTok link**](https://vimeo.com/1058397069/6500a6cfef?share=copy)

**Caption: Last-Minute Gift? We Got You!**

**Budget:**

**Estimated Monthly Budget: $5,000**

* **Facebook & Instagram Ads:** $2,500 (High engagement & strong conversion potential)
* **Pinterest Ads:** $1,000 (Targeting gift buyers & inspiration seekers)
* **TikTok Ads:** $1,500 (Boosting brand awareness & viral potential)

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| --- | --- | --- | --- |
| Day | Platform | Content-Type | Budget Allocation |
| Monday | Instagram & Facebook | Carousel Ad | $400 |
| Tuesday | TikTok | Video Ad | $300 |
| Wednesday | Pinterest | Promoted Pin | $200 |
| Thursday | Instagram stories | Limited-Time Offer | $300 |
| Friday | Facebook | Static Image Ad | $400 |
| Saturday | TikTok | Influencer Collaboration | $500 |
| Sunday | Instagram & Facebook | Retargeting Ad | $400 |

The advertising platforms will run Instagram and Facebook ads during popular days of the week (Monday Thursday and Sunday) to achieve maximum conversions.

TikTok ads run during midweek surveys and weekends because users prefer watching short-form videos most during these times.

Sunday serves as the best day to perform retargeting advertising because it targets users who viewed but did not make purchases.

TikTok platform users become more engaged with content on Saturdays so collaborative influencer campaigns should utilize that engagement peak.