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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



## Activity Overview

In this activity, you will develop a social media ad campaign. Based on a given scenario, you will plan the campaign's objective, platform, audience, ad format, creatives, and call to action.

Posting highly-relevant paid content on social media can help you reach new and returning customers more effectively than organic content alone.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

### Scenario

Review the scenario below. Then complete the step-by-step instructions.

You are a digital marketer for Brown's Bedding and More, an online bedding and home goods store. The company recently upgraded their website by adding a customer service chat feature and an improved filtering tool for selecting types of bedding. To share these improvements and drive more people to their website, the company is offering a 20% off discount on all orders placed online. You are developing a paid social media ad campaign to promote this offer. In order to prepare to set up your ad campaign on a social media platform, you will organize the information you'll need in a spreadsheet.

### Step-By-Step Instructions


#### Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Social media ad campaign planner](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity template Social media ad campaign planner](#)  
[XLSX File](#)


#### Step 2: Choose an objective

To get the results you want from a paid social media campaign, it's important to clearly define the campaign's objective. You will also need to select an objective when you set up a campaign on a social media platform.

Refer back to the scenario and determine the objective that best describes the purpose of this campaign. Then, select that objective from the dropdown menu in the Objective column of the campaign planner. (Note that the language used to describe objectives varies somewhat from platform to platform.)

#### Step 3: Describe the audience

Next, describe the target audience for the campaign. Your target audience for this ad campaign will be based on the customer persona shown below. A customer persona represents a group of similar people in a desirable audience.

Who	Goal	Barrier(s)
 <b>Name:</b> Malena Mora <b>Age:</b> 44 <b>Location:</b> City <b>Household:</b> two adults, two children <b>Education:</b> college <b>Interests:</b> shopping, home improvement	To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns	Worried they won't be able to find what they want  Sort options on website don't allow them to filter to the desired degree

Review the customer persona above. Then, in the Audience column of the campaign planner, add notes to describe your target audience, their goal, and their barriers.

Step 4: Select a social media platform

Once you've defined your objective and audience, consider what social media platform would best serve your campaign and reach your audience. Different social media platforms are used for different purposes—one might be ideal for socializing with friends and family, while another be best for helping users network and grow their careers.

Refer back to the [Choose social media platforms for your ads](#) reading to determine the platform that you think would work best for this ad campaign. Then, select that platform from the dropdown menu in the Platform column of the campaign planner.

Step 5: Select an ad format

The ad format you choose for your campaign will depend not only on the platform you've chosen but on the objective for your campaign. If your objective is to maximize clicks to drive website traffic or to boost conversions, a static image that helps your audience visualize using your product and includes a call to action button might be the best option. However, if your goal is awareness or engagement, a video might be a better choice since it can tell a story and show your brand's personality.

Refer back to the [Ad formats on social media](#) reading to determine the format that you think would help you achieve the objective of this ad campaign. Then, select that format from the dropdown menu in the Format column of the campaign planner.

Step 6: Plan the creatives

Next, you'll need to plan your campaign content, or creatives. Creatives are any content that can be promoted in a campaign, such as text, images, GIFs, or videos.

Refer back to the customer persona described in Step 4, and consider how your creatives can address that customer's demographics, goal, and barriers.

Then, in the Creatives column of the campaign planner, write some notes describing the creatives you'd like to include in your ad. Briefly describe your visual assets—such as an image or video—and any text.

Step 7: Write a call to action

Finally, write a call to action for your ad. A call to action, or a CTA, is an instruction provided to the customer that tells them what to do next. Review the objective of your campaign, then craft a CTA that can help accomplish that objective by giving the user a reason to click the button. Be sure your call to action is clear, uses action words, and is brief—no more than 5–7 words.

Write your call to action in the Call to Action column of the campaign planner.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following components in your completed social media ad campaign planner:

An objective that describes the purpose of the campaign

A description of the campaign's target audience, based on the customer persona

A social media platform that reaches your audience

An ad format that helps achieve the objective of your campaign

A description of the ad's creatives that addresses the audience's demographics, goal, and barriers

A call to action that relates to the campaign objective and encourages the user to click the button