***Campaign Start: 2023-05-01 | Campaign End: 2023-05-31***

**1. Media Plan**

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| --- | --- | --- | --- | --- | --- |
| **Platform** | **Visual Type** | **Objective** | **Cost (USD)** | **Est. Impressions** | **Est. Clicks** |
| Meta (Combined) | Photos | Online Sales | $800 | 119,000 | 2,500 |
| Google Search | Photos | Online Sales | $1200 | 120,000 | 2,400 |
| Meta (Instagram) | Photos | Online Sales | $1400 | 216,000 | 4,666 |
| YouTube Ads | Photos | Online Sales | $1600 | 214,000 | 4,210 |

**2. Strategy Explainer**

***Channel: Meta (Combined)***

We’re using Meta’s combined platform because it offers a broad reach across Facebook and Instagram, which is perfect for targeting women aged 18 to 44 interested in fashion and handmade jewelry across France, Italy, Spain, and Belgium. Since your business is an online boutique with strong visual assets like product images and carousel ads, Meta’s visual-first environment will help showcase your jewelry beautifully. The budget and 30-day duration allow us to optimize for online sales effectively, leveraging Meta’s powerful targeting and engagement tools to drive traffic and conversions.

***Channel: Google Search***

Google Search is a great choice for capturing people actively looking to buy handmade jewelry online. We’re focusing on keywords related to your product category, so you’ll appear when potential customers search for items like handmade or designer jewelry. This channel complements your social efforts by targeting high-intent shoppers ready to make a purchase. The budget allocation supports a strong presence in search results throughout the campaign period, helping to drive qualified traffic directly to your website. We’ll bid on branded searches for your brand name, broader industry phrases such as handmade jewelry, and—when relevant—competitor searches like similar providers. This three-layer approach lets us capture loyal customers, people still researching, and visitors comparing alternatives.

***Channel: Meta (Instagram)***

We’re using Instagram specifically because it’s a highly visual platform that aligns perfectly with your handmade jewelry boutique. Instagram’s audience matches your target market of women aged 18 to 44 interested in fashion and accessories, making it ideal for showcasing your product images and lifestyle shots. With a dedicated budget, we can focus on creating engaging carousel ads that highlight your unique designs and encourage online sales. Instagram’s strong mobile reach and shopping-friendly features will help turn interest into purchases efficiently over the 30-day campaign.

***Channel: YouTube Ads***

YouTube Ads are included because video content is a powerful way to tell your brand story and showcase your handmade jewelry in action. With your existing lifestyle shots and product images, we can create engaging video ads that capture attention and inspire viewers to visit your website. YouTube’s wide reach across France, Italy, Spain, and Belgium allows us to target your ideal audience of women interested in fashion and accessories. This channel supports your primary goal of online sales by driving awareness and interest, especially among younger viewers who spend a lot of time on video platforms.

**3. Creative Requirements Checklist**

**Meta (Facebook & Instagram)**

• 4:5 image (1200x1500px): Not provided — you have 1:1 product images and carousel ads but no 4:5 images; you will need to create or crop images to 4:5 format.

• Square image (1:1): Provided — your 1:1 product images fit this format.

• 4:5 video: Not provided — no videos mentioned; optional but recommended for engagement.

• Carousel set (3-5 images, 1080x1080px): Provided — you have 3 carousel ads suitable for this format.

• Post copy: Required — text for posts is needed to accompany images and carousels.

**Meta (Instagram)**

• 4:5 image (1200x1500px): Not provided — your 1:1 images will need cropping or new images created for 4:5 format.

• Square image (1:1): Provided — your 1:1 product images are suitable.

• 4:5 video: Not provided — no videos available; recommended for stories and feed.

• Story video (9:16): Not provided — no vertical videos; optional but useful for Instagram Stories.

• Carousel set (3-5 images, 1080x1080px): Provided — your 3 carousel ads are ready to use.

• Post copy: Required — text captions needed for posts and stories.

**Google Search**

• Headlines (max 30 chars): Required — you will need to create concise headlines focused on online sales and jewelry.

• Descriptions (max 90 chars): Required — short descriptions highlighting your products and offers.

• Keywords: Required — list of relevant keywords such as 'handmade jewelry', 'designer accessories', 'boutique jewelry'.

• Final URL: Provided — your website https://www.boutique-jewelry.com is ready to use.

**YouTube Ads**

• 16:9 video (min 6s, ideally 15-30s): Not provided — no videos mentioned; you will need to produce a video ad to run YouTube campaigns.

• Thumbnail image (1280x720): Not provided — you will need a thumbnail image for your video ad.