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Meta Ads Campaign and Crisis Communication

Background:

You are a digital marketing manager at "EcoChic Styles," a medium-sized e-commerce company specialising in sustainable and eco-friendly fashion and accessories. The company is known for its commitment to ethical manufacturing practices and environmentally responsible materials. EcoChic Styles has recently launched a new line of sustainable clothing made from organic fabrics, recycled materials, and eco-conscious production processes.

Challenge:

The primary objective of the Meta (Facebook and Instagram) ad campaign is to introduce and promote EcoChic Styles' new sustainable clothing line to a broader audience. The campaign aims to achieve the following specific goals:

- 1. Increase Website Traffic:** Drive a 30% increase in website traffic within the next three months, with a focus on product pages related to the new sustainable clothing line.
- 2. Lead Generation:** Generate a minimum of 1,000 new leads from potential customers interested in sustainable fashion. These leads will be used for email marketing and nurturing campaigns.
- 3. Return on Ad Spend (ROAS):** Achieve a return on ad spend (ROAS) of at least 400% within the campaign's duration, ensuring that advertising investments result in profitable sales.

Target Audience:

The target audience for this sustainable fashion campaign includes environmentally conscious consumers aged 25-45. This audience segment primarily comprises urban dwellers who are socially and environmentally aware. They value sustainability, ethical fashion, and eco-friendly products. While they are interested in fashion trends, they prioritise responsible and eco-conscious consumption.

Campaign Strategy:

The campaign strategy revolves around promoting the new sustainable clothing line as stylish, eco-friendly, and ethical. Key elements of the strategy include:

- Creating visually appealing and informative ad creatives showcasing the sustainable clothing line's features and benefits.
- Utilising Facebook and Instagram's precise audience targeting to reach environmentally conscious consumers within the defined age group.
- Conducting A/B testing of ad creatives, headlines, and ad copy to optimise performance and maximise engagement.

Crisis Communication Preparedness:

As part of your role, you are also responsible for crisis communication preparedness. Given the nature of the sustainable fashion industry and the company's commitment to transparency, you have established crisis communication protocols and skills to address potential challenges, such as negative comments or complaints related to sustainability claims. These skills include empathy, transparency, and effective resolution strategies.

Based on your understanding of the case study, you are required to provide answers to the following questions:

Question **1**

Complete

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1.00

What specific objectives would you set for the Meta ad campaign to align with the company's goals?

- For the THINK phase, to increase website traffic by 30% within the next 3 months
- For DO phase, generate a minimum of 1000 leads through the campaign
- For DO phase, achieve a return on ad spend (ROAS) of 4x within the campaign duration

Question **2**

Complete

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1.00

Who is the target audience for this sustainable fashion campaign, and what are their characteristics?

- The core target audience are environmentally conscious consumers aged 25-45, primarily urban dwellers/modern consumers who value sustainability, ethical fashion and eco-friendly products
- They are interested in fashion trends and prioritise eco-conscious, responsible, green and sustainable consumption

Question **3**

Complete

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1.00

What key strategies would you employ to achieve the campaign objectives and resonate with the target audience?

- Creating visually appealing/ high impact, informative ad creatives highlighting sustainability/ eco-friendly proposition
- Utilising Facebook and Instagram platform's precise audience targeting capabilities to reach the intended demographic
- A/B testing experiment on ad creatives, headlines and ad copy to optimise efficiency and performance

Question **4**

Complete

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1.00

What considerations should be taken into account when launching the ad campaign on Meta platforms? Provide at least TWO considerations.

- Leveraging on BAP framework of Core, Custom and Lookalike audiences to test ad messages and captions on intended audiences
- Scheduling or flighting ads to run during peak engagement times to drive maximum reach on intended audiences
- Double-checking ad placements to ensure they align with campaign objectives and goals

Question 5

Complete

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1.00

Which KPIs would you track to measure the campaign's success, and why are they relevant to the campaign objectives? Provide at least TWO KPIs.

- Click-through rate (CTR) to assess engagement of our ads
- Conversion rate to evaluate volume and quality of lead generation
- Return on ad spend (ROAS) to measure campaign profitability vs investment

Question 6

Complete

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1.00

How often would you monitor the campaign's performance, and what actions would you take based on the data?

- Monitor the campaign daily initially, then adjust the frequency based on performance
- For long-term campaign, to monitor and optimize in an in-depth manner on a weekly basis
- Actions would include reallocating budget to high-performing ads, pausing underperforming ones and refining audience targeting

Question 7

Complete

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Imagine a scenario where negative comments and complaints begin appearing on your ad posts, with customers claiming that the sustainable clothing is not as eco-friendly as advertised. How would you handle this crisis situation?

- Acknowledge the comments promptly
- Empathise and acknowledge any dissatisfaction
- Offer to address concerns privately through direct messages or email
- Investigate the complaints internally and provide transparent updates
- Share more details about the company's eco-friendly product details/ perspectives to clarify doubts and provide information

Question 8

Complete

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1.00

What steps would you take to resolve conflicts and complaints effectively while preserving the brand's image?

- Active listening to customer concerns
- Apologize for any incidents that may have affected the audience
- resolve to find the right solutions for the customer
- Providing accurate and timely information
- Implementing necessary changes to address complaints
- Communicating openly and transparently with customers and updating them on progress

Question 9

Complete

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1.00

What crisis communication skills would you employ in this situation to rebuild trust and manage the crisis effectively? Provide at least TWO crisis communication skills.

- Empathy and active listening
- Transparency and honesty in communication
- Swift and professional response to complaints
- Proactive resolution and follow-up with affected customers