

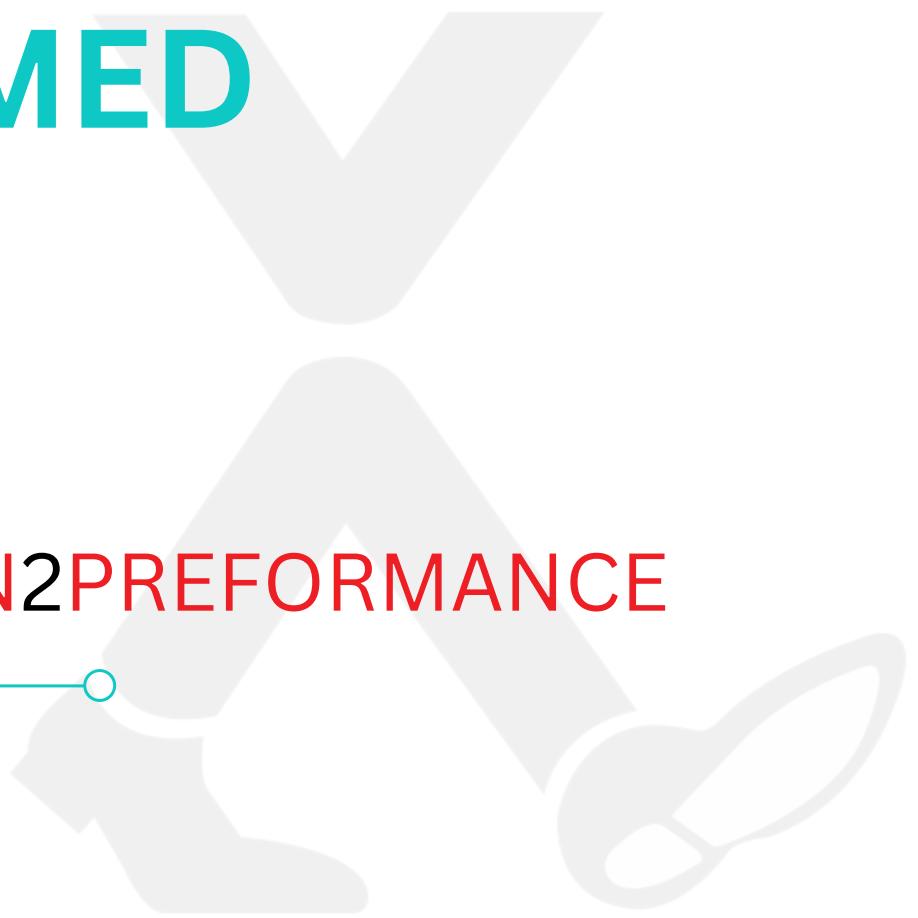


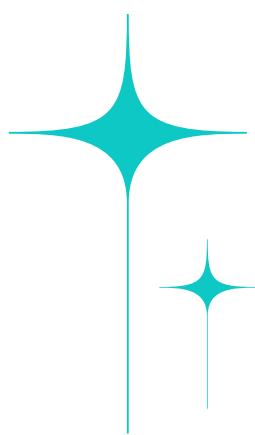
7



# Must Haves for a **DIGITAL CAMPAIGN TO GET CONFIRMED RESULTS!**

#PERCEPTION2PREFORMANCE



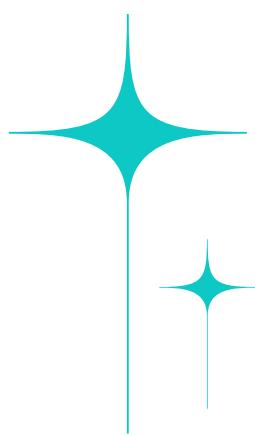


1

## AB TESTING

AIB Testing of Campaign  
Assets & landing page

#PERCEPTION2PREFORMANCE

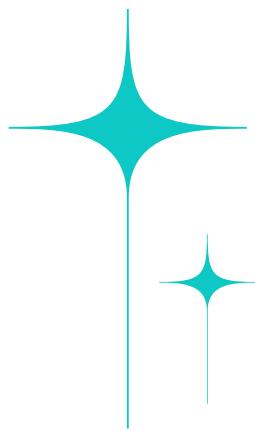


2 CTA

## RIGHT CTA PLACEMENT

#PERCEPTION2PREFORMANCE





ORGANIC OR  
PAID?

Blending the Organic and Paid  
Outreach beyond simple Click  
Based to Feed Based  
Marketing.

#PERCEPTION2PREFORMANCE

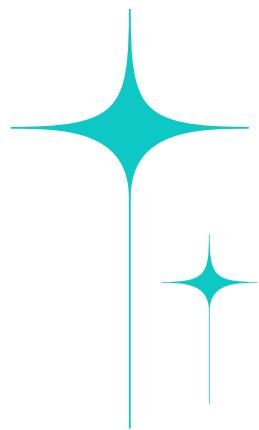


4

ROAS

Periodic iteration or Pivoting for  
targeted ROAS (**Return on Ad  
Spend**).

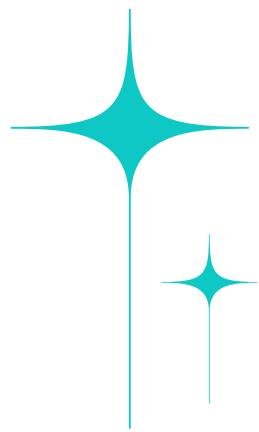
#PERCEPTION2PREFORMANCE



# 5 ALGORITHM FRIENDLY CONTENT

Algorithm Friendly Content,  
along with the power of  
**Hashtags and Keywords!**

#PERCEPTION2PREFORMANCE



# CORRELATION MARKETING

Correlation Marketing,  
Retargeting and Look-alike  
matching to the persona of  
**Targeted Audience.**

#PERCEPTION2PREFORMANCE



7



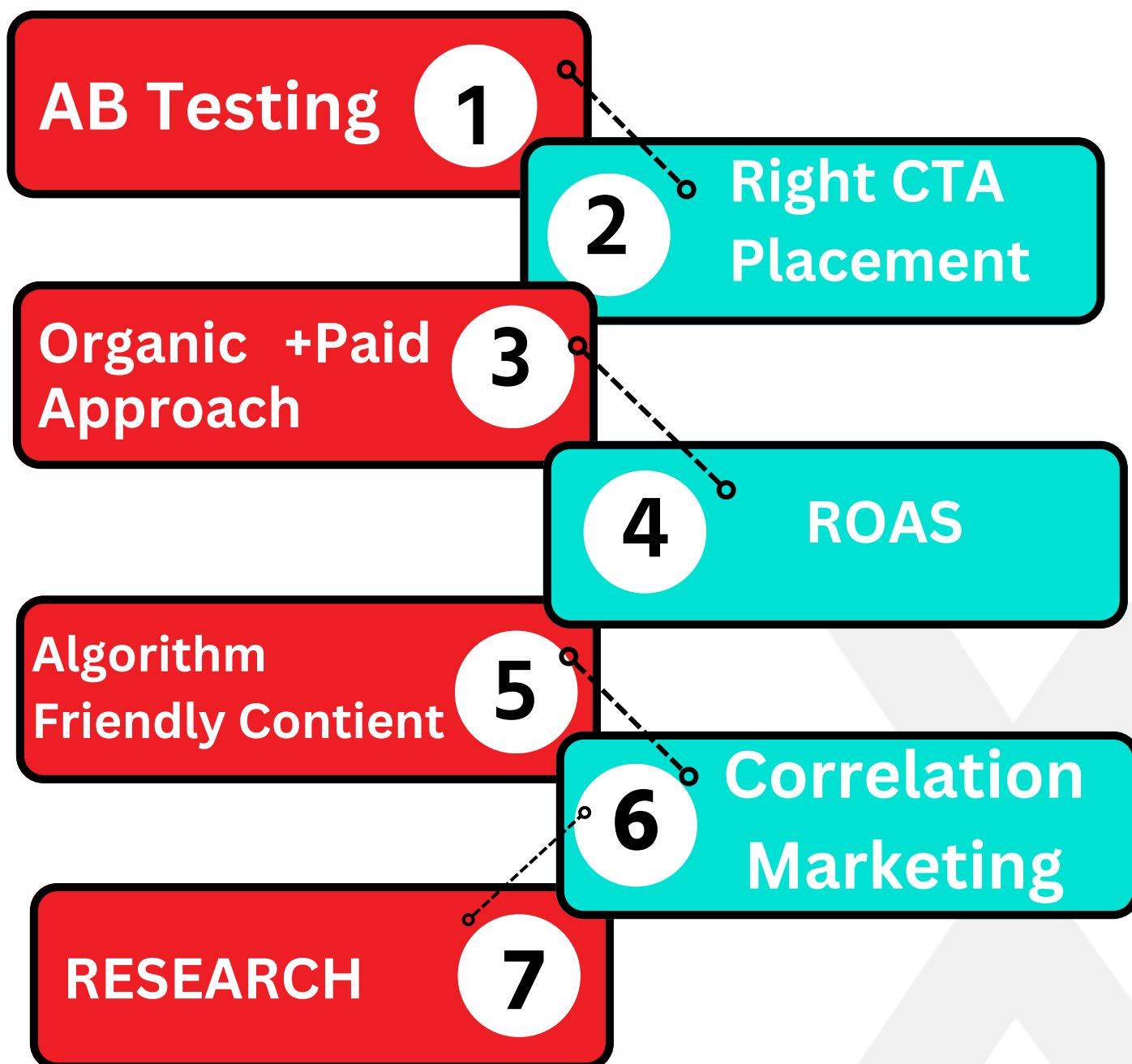
# RESEARCH

Making combinations of  
**Offers+ Awareness+Unboxing**

#PERCEPTION2PREFORMANCE



## 7 Must Haves for a **DIGITAL CAMPAIGN** **TO GET CONFIRMED RESULTS!**



#PERCEPTION2PREFORMANCE