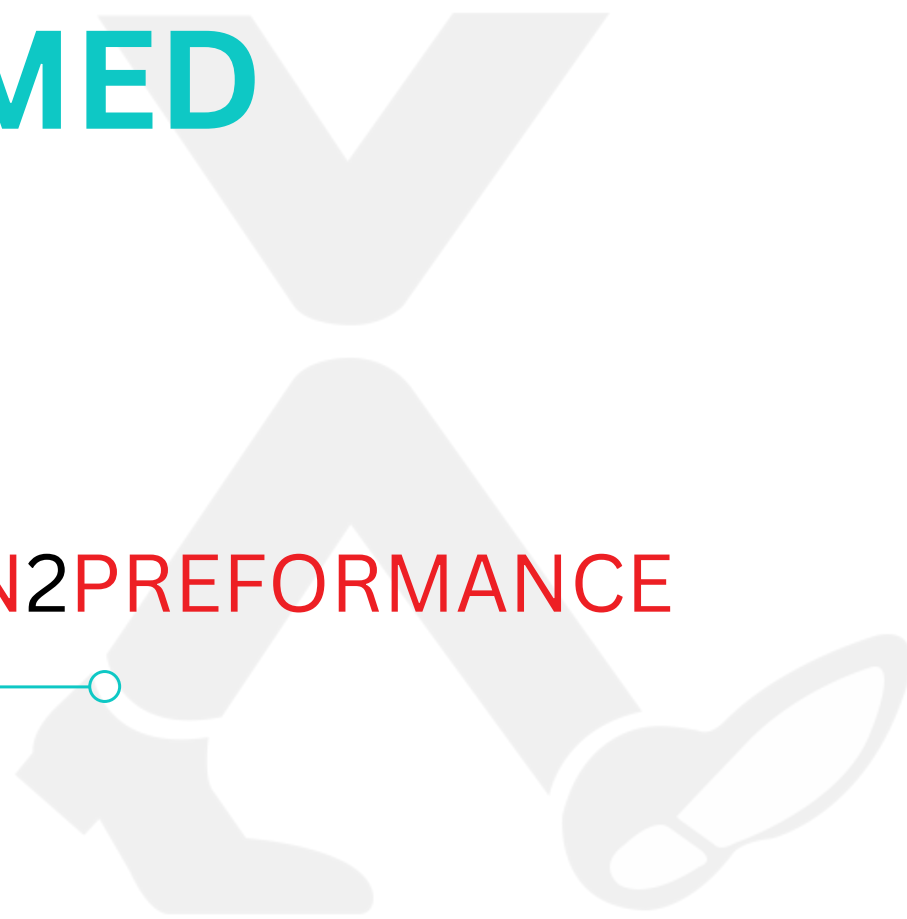




# Must Haves for a DIGITAL CAMPAIGN TO GET CONFIRMED RESULTS!

#PERCEPTION2PERFORMANCE

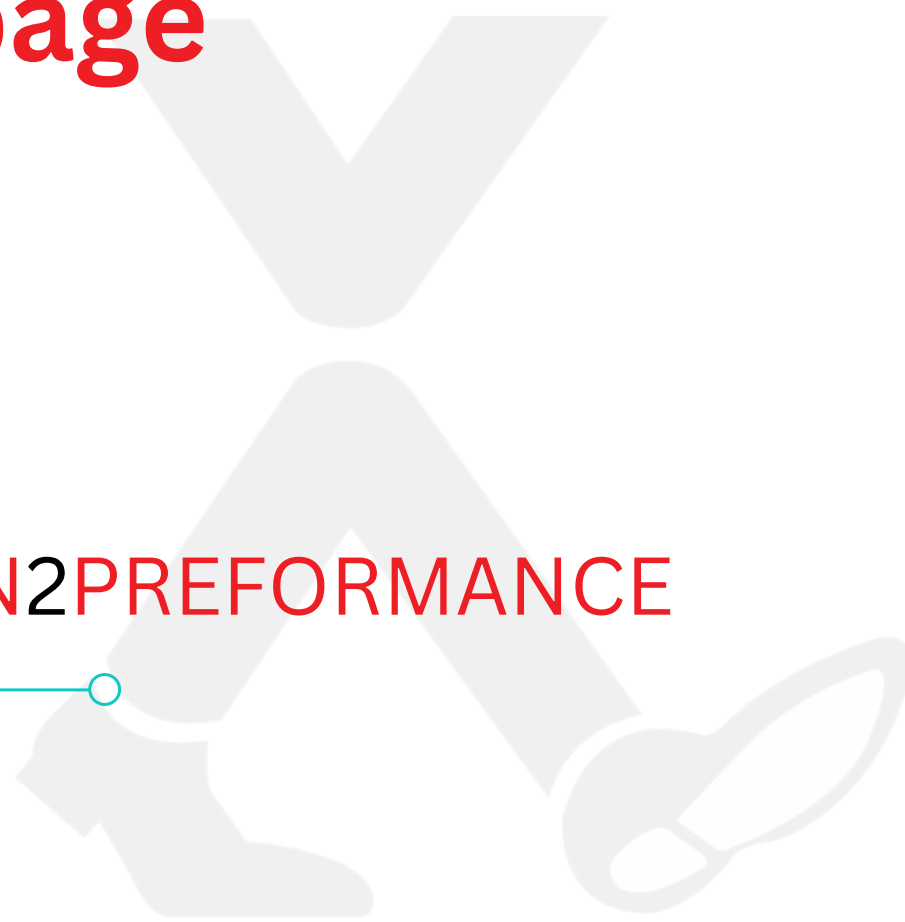
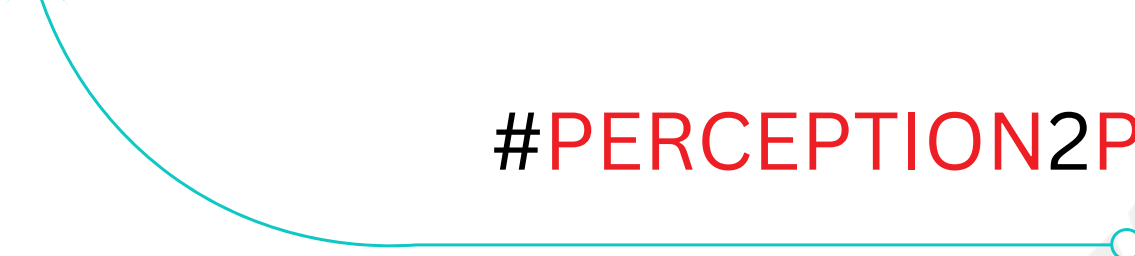




## AB TESTING

**AIB Testing of Campaign  
Assets & landing page**

#PERCEPTION2PERFORMANCE

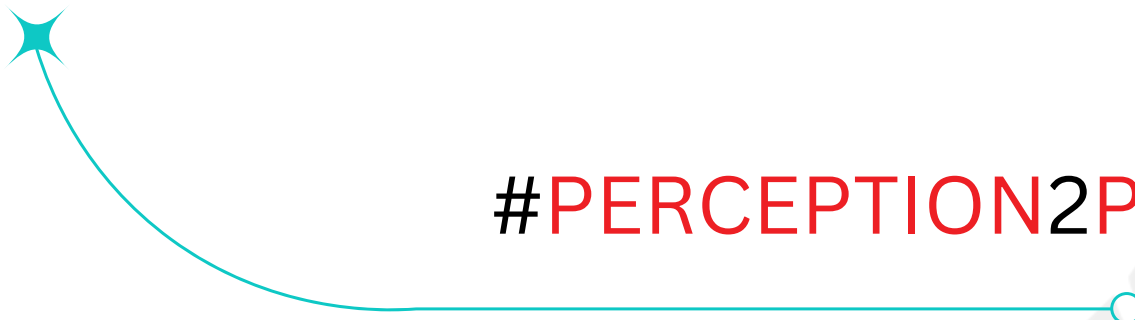




# 2 CTA

## RIGHT CTA PLACEMENT

#PERCEPTION2PERFORMANCE

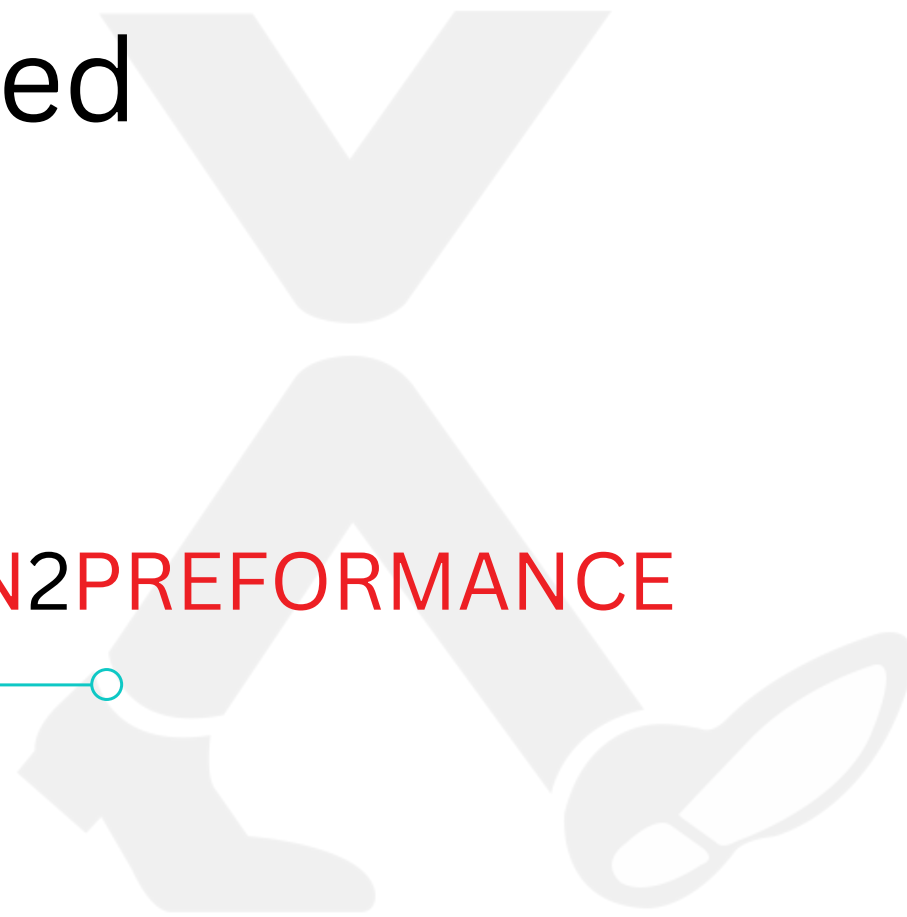
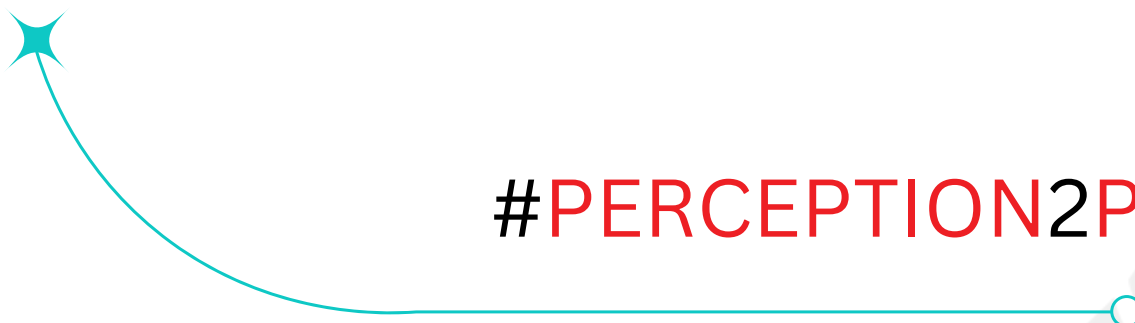




## ORGANIC OR PAID?

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

#PERCEPTION2PERFORMANCE

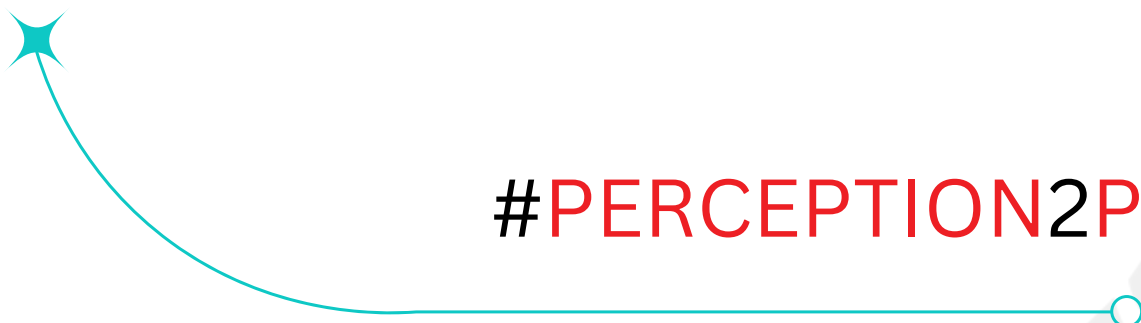




# ROAS

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

#PERCEPTION2PERFORMANCE

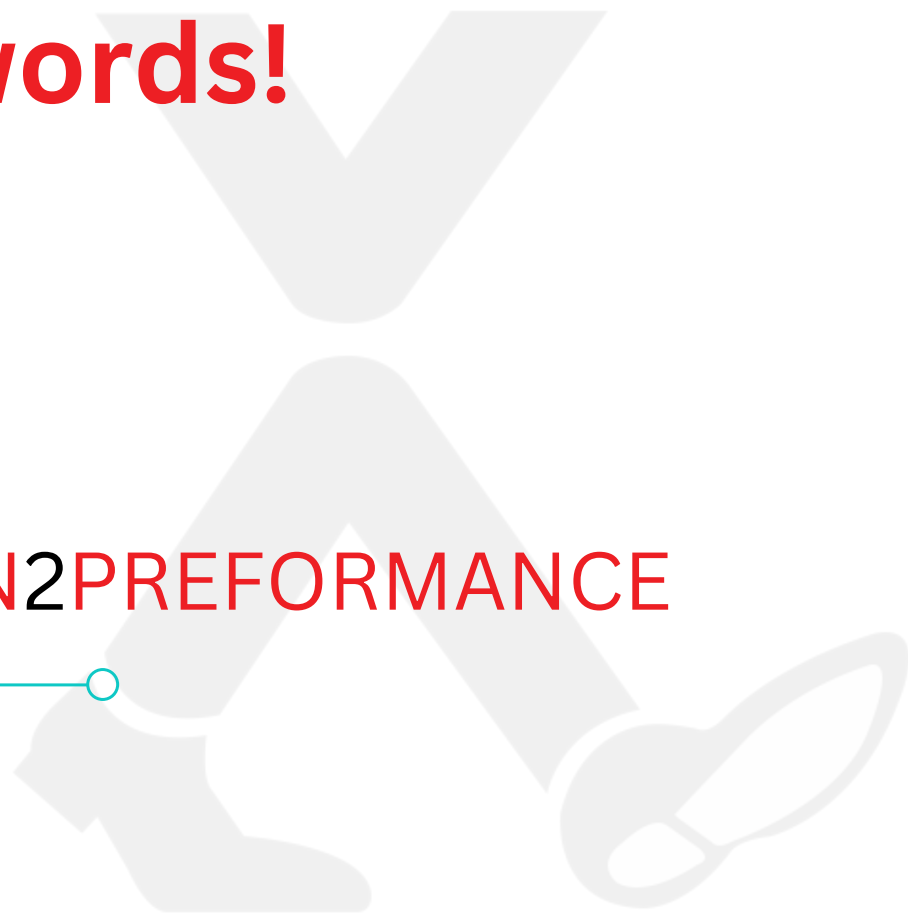
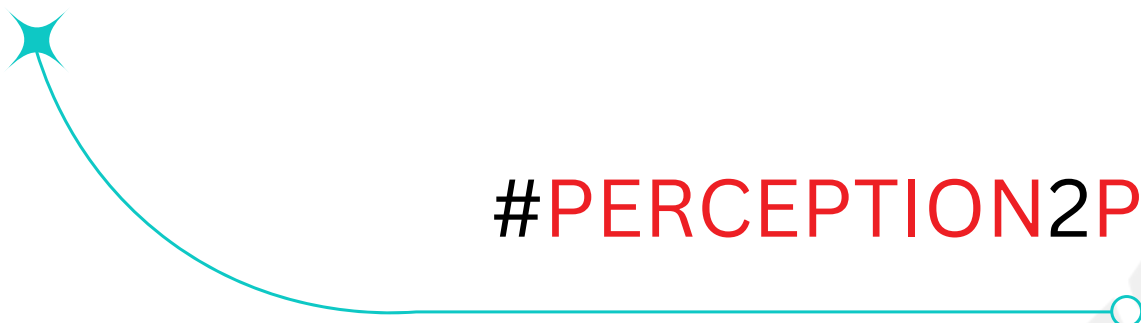




# 5 ALGORITHM FRIENDLY CONTENT

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

#PERCEPTION2PERFORMANCE



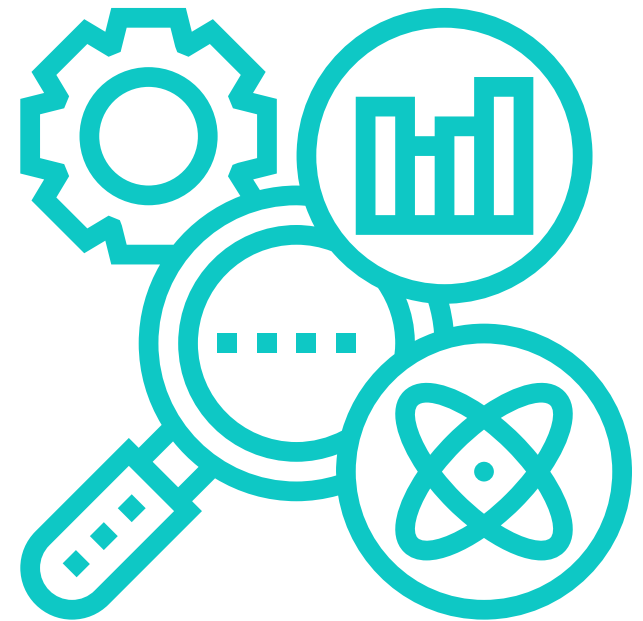


# CORRELATION MARKETING

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

#PERCEPTION2PERFORMANCE

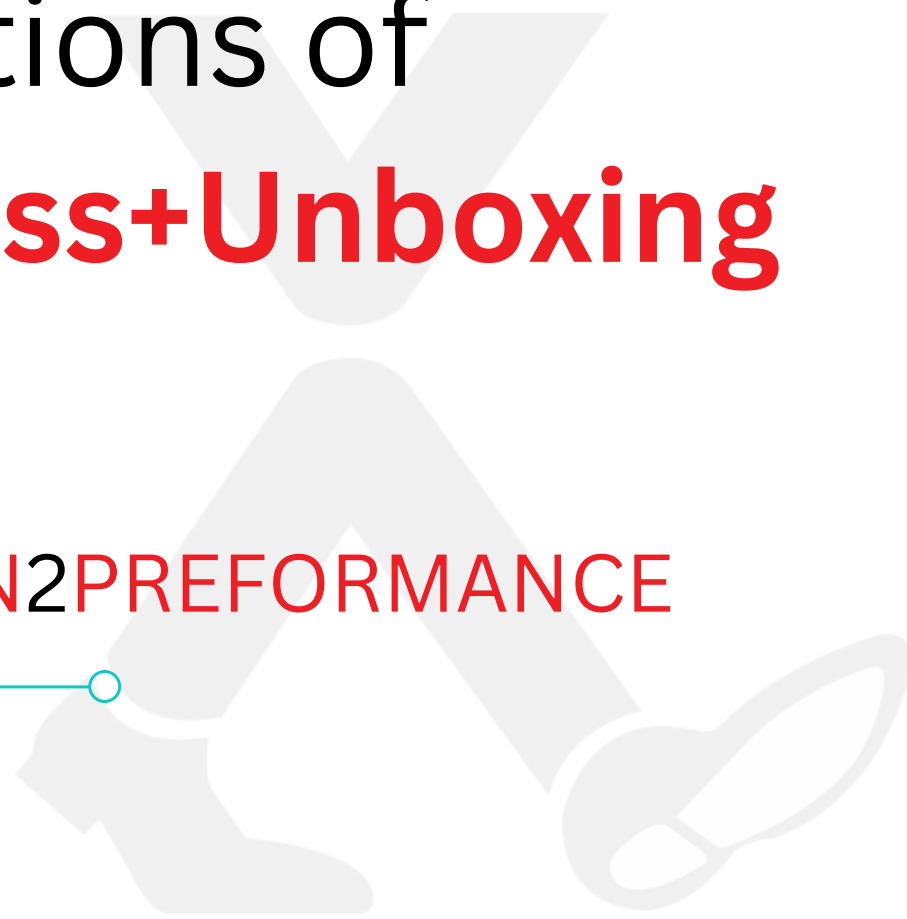




# RESEARCH

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

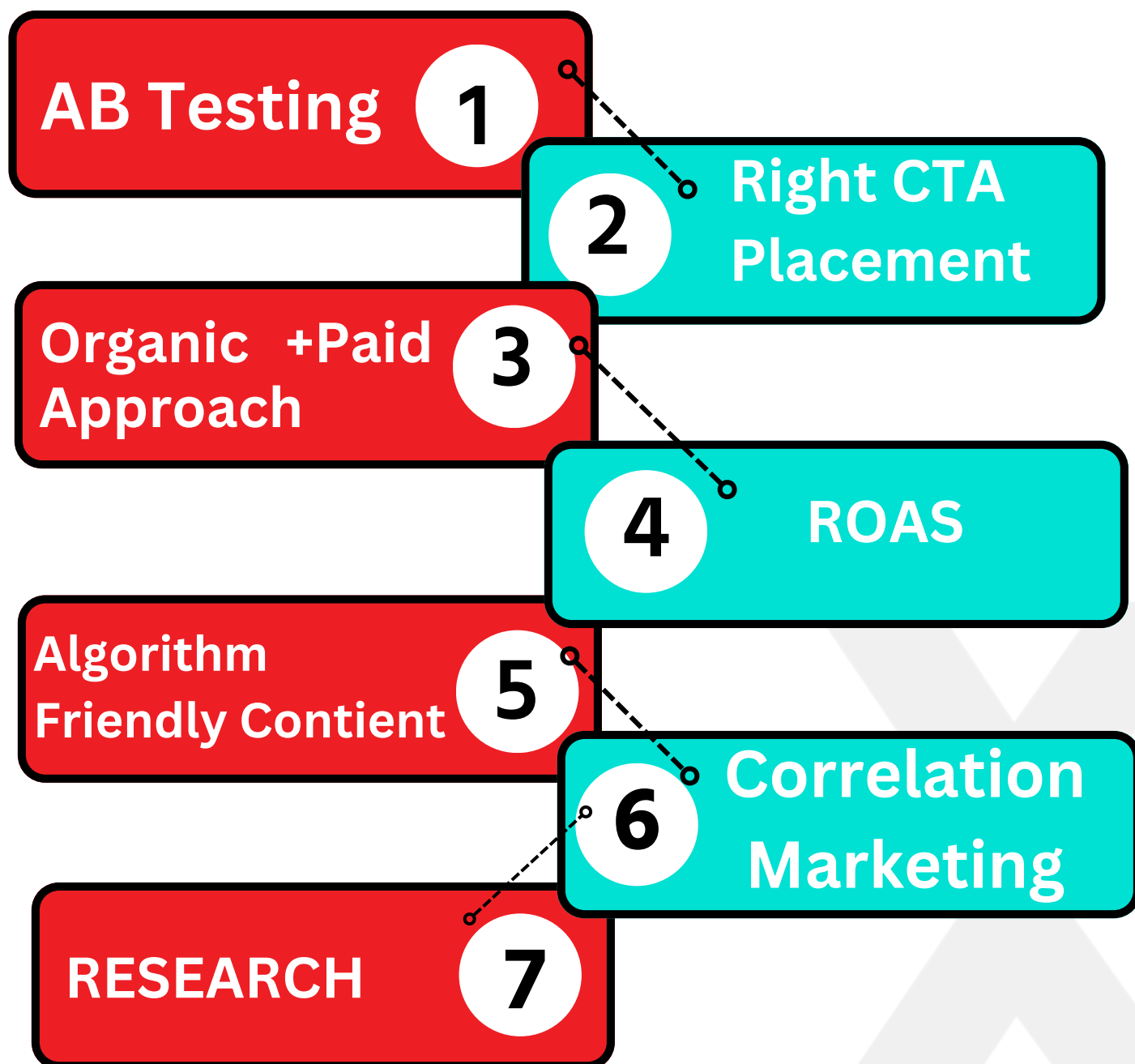
#PERCEPTION2PERFORMANCE







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



#PERCEPTION2PERFORMANCE