

30-Day Facebook Marketing Plan

for Audience Growth and Engagement

Primary Goals

1. Reach New Audience → via Brand Awareness & Traffic
2. Engage Audience → via Engagement Campaign

Phase-Wise Campaign Plan

Phase 1

Brand Awareness

Goal: Reach new people and introduce the designer's brand

- **Campaign Name:** Brand Awareness
- **Content:** 2-3 high-quality, eye-catching posts
- **Targeting:** Interests like design, art, fashion, small business, and relevant demographics
- **Duration:** 10 days
- **Schedule:**

Start date

6 May 2025	08:45 PKT
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End date

<input checked="" type="checkbox"/> Set an end date	16 May 2025	00:30 PKT
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- **Total budget:** 35,000 PKR

Budget

Daily budget	Rs3,500.00	PKR
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You'll spend an average of Rs3,500.00 per day. Your maximum daily spend is Rs6,125.00 and your maximum weekly spend is Rs24,500.00.

[About daily budget](#)

- **Placements:**

Placements

Feeds	
Get high visibility for your business with ads in feeds	
Facebook Feed	<input checked="" type="checkbox"/>
Facebook profile feed	<input checked="" type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>
Instagram profile feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook video feeds	<input checked="" type="checkbox"/>
Facebook right column	<input type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Instagram Explore home	<input checked="" type="checkbox"/>
Messenger inbox	<input type="checkbox"/>
Facebook Business Explore	<input type="checkbox"/>
Facebook notifications	<input type="checkbox"/>
Stories and Reels	
Tell a rich, visual story with immersive, full-screen vertical ads	
Instagram Stories	<input checked="" type="checkbox"/>

Kai Blue

Posts Photos Reels

Jasper's Market • Sponsored • Not affiliated with Kai Blue + 3

Get organically grown fresh produce at your doorsteps this summer!

papermarket.com Fresh organic produce for you Shop now

Eric Liang and 120 others 23 Comments Like Comment Share

Facebook profile feed

We recommend **square (1:1)** images and **vertical (4:5)** videos.

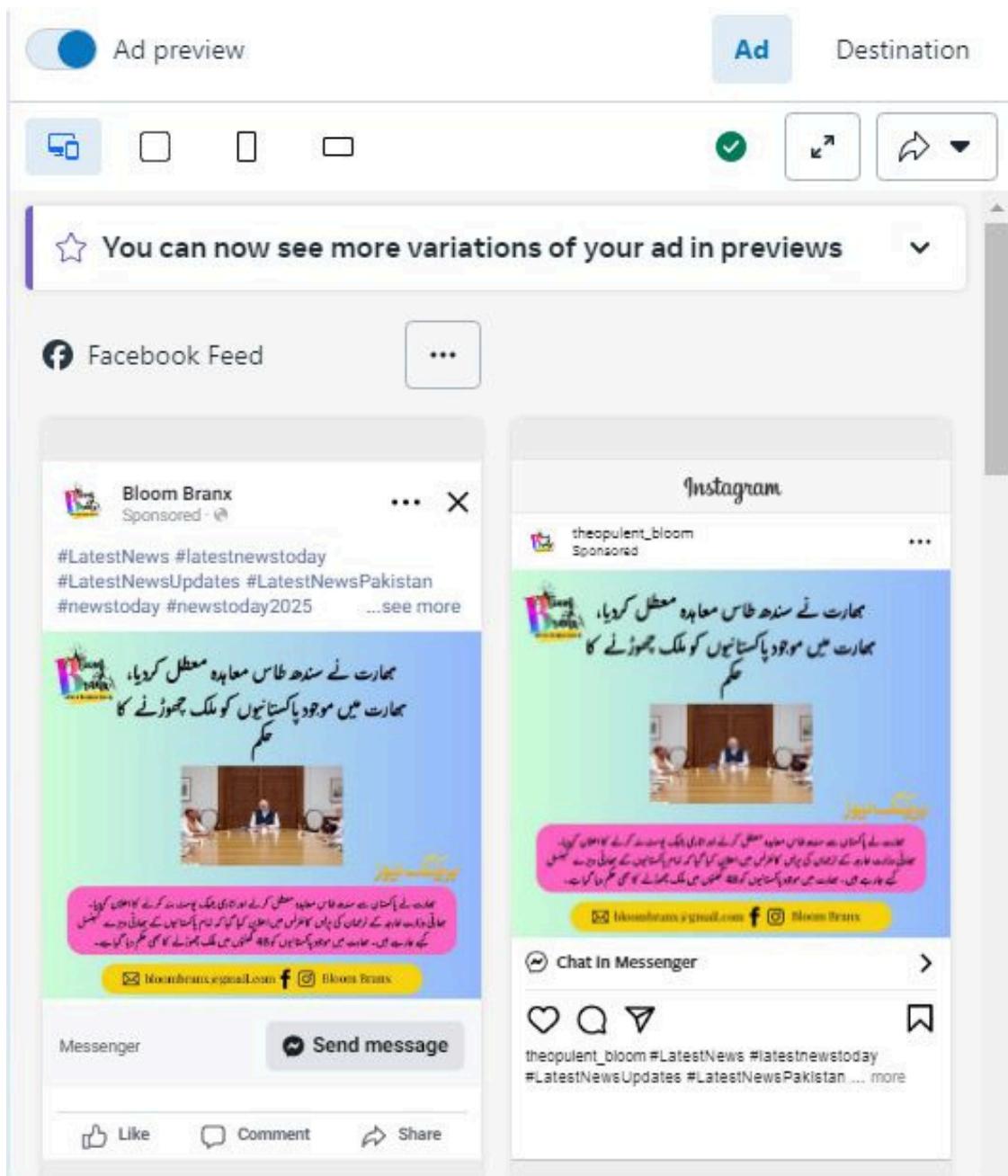
Facebook Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input type="checkbox"/>
Instagram Reels	<input checked="" type="checkbox"/>
Facebook Reels	<input checked="" type="checkbox"/>
In-stream ads for videos and reels	<input checked="" type="checkbox"/>
Reach people before, during or after they watch a video or reel	
Facebook in-stream videos	<input checked="" type="checkbox"/>
Ads on Facebook Reels	<input checked="" type="checkbox"/>
Search results	<input checked="" type="checkbox"/>
Get visibility for your business as people search	
Facebook search results	<input checked="" type="checkbox"/>
Instagram search results	<input checked="" type="checkbox"/>
Messages	<input type="checkbox"/>
Send offers or updates to people who are already connected to your business	
Messenger sponsored messages	<input type="checkbox"/>
Apps and sites	<input checked="" type="checkbox"/>
Expand your reach with ads in external apps and websites	
Audience Network native, banner and interstitial	<input checked="" type="checkbox"/>



Audience Network native, banner and interstitial

We recommend **full-screen vertical (9:16)** images or videos.

- Preview:



- Result:

Estimated daily results

Reach

50K-144K

Phase 2

Traffic

Goal: Drive traffic to Instagram profile, Facebook page, or website (if available)

- **Campaign Type:** Traffic
- **Content:** 1-2 posts designed with CTA buttons (e.g., “Visit Profile,” “Message Now”)
- **Targeting:** People who saw Phase 1 ads + new interest-based audience
- **Duration:** 10 days
- **Schedule:**

Start date

18 May 2025	10:31 PKT
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End date

<input checked="" type="checkbox"/> Set an end date	Custom ▾	28 May 2025	00:15 PKT
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- **Total budget:** 30,000 PKR

Budget

Daily budget ▾	Rs3,000.00	PKR
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You'll spend an average of Rs3,000.00 per day. Your maximum daily spend is Rs5,250.00 and your maximum weekly spend is Rs21,000.00.

[About daily budget](#)

• Placement:

Platforms

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram
<input type="checkbox"/> Audience Network	<input type="checkbox"/> Messenger

Placements

Feeds

Get high visibility for your business with ads in feeds

- Facebook Feed
- Facebook profile feed
- Instagram Feed
- Instagram profile feed
- Facebook Marketplace
- Facebook video feeds
- Facebook right column
- Instagram Explore
- Instagram Explore home
- Messenger inbox
- Facebook Business Explore
- Facebook notifications

Stories and Reels



For Stories: we recommend **full-screen vertical (9:16)** images or videos.

For Instagram Reels: use **full-screen vertical (9:16)** videos of 15 minutes or less. We recommend including sound.

Stories and Reels

- Tell a rich, visual story with immersive, full-screen vertical ads
- Instagram Stories
- Facebook Stories
- Messenger Stories
- Instagram Reels
- Facebook Reels

In-stream ads for videos and reels

- Reach people before, during or after they watch a video or reel
- Facebook in-stream videos
- Ads on Facebook Reels

Search results

- Get visibility for your business as people search
- Facebook search results
- Instagram search results

Messages

- Send offers or updates to people who are already connected to your business
- Messenger sponsored messages

Search query

Filter Sort by Open Now Most Recent

Out on a grocery run? Make sure to stock up on our fresh, in-season fruits and veggies!

Jasper's Market
Fruit & Vegetable Store

Shop Now

299 14 Comments 14 Shares

Search results

For Facebook: We recommend **horizontal (1.91:1)** images and **square (1:1)** videos. This placement includes both general search and Marketplace search.

For Instagram: We recommend **square (1:1)** images or videos. This placement includes both search results grid and feed.

- Preview:

Facebook Feed

Bloom Braxx Sponsored - @
... X

OPEN INSTAGRAM
Bloom Braxx

Visit Page

Like Comment Share

Instagram

theopulent_bloom Sponsored
... X

Visit Instagram profile >

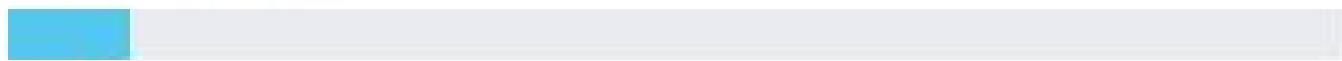
Like Comment Share Save

- **Result:**

Estimated daily results

Reach 

7.9K-23K



Phase 3

Engagement

Goal: Boost likes, comments, shares, and build deeper interaction

- **Campaign Type:** Engagement
- **Content:** 3 remaining posts + both reels
- **Targeting:** People who interacted in previous campaigns
- **Duration:** 10 days
- **Schedule:**

Start date

 29 May 2025	 08:45 PKT
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End date

<input checked="" type="checkbox"/> Set an end date	 Custom	 9 June 2025	 00:30 PKT
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- **Total budget:** 35,000 PKR

Budget

Daily budget ▾	Rs3,500.00	PKR
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[About daily budget](#)

• Placements:

Platforms

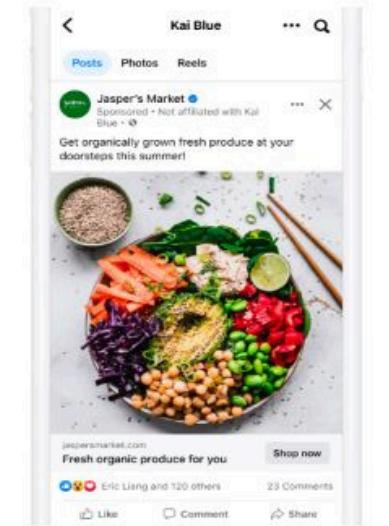
- | | |
|------------------------------------------------------|-----------------------------------------------|
| <input checked="" type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Instagram |
| <input checked="" type="checkbox"/> Audience Network | <input checked="" type="checkbox"/> Messenger |

Asset customisation i

18/18 placements that support asset customisation

Placements

▼ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	<input checked="" type="checkbox"/>
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Facebook profile feed	<input checked="" type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>
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Facebook video feeds	<input checked="" type="checkbox"/>
Facebook right column	<input type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Instagram Explore home	<input checked="" type="checkbox"/>
Messenger inbox	<input type="checkbox"/>
Facebook Business Explore	<input type="checkbox"/>



Facebook profile feed

We recommend **square (1:1)** images and **vertical (4:5)** videos.

Facebook notifications

Stories and Reels

Tell a rich, visual story with immersive, full-screen vertical ads

Instagram Stories

Facebook Stories

Messenger Stories

Instagram Reels

Facebook Reels

In-stream ads for videos and reels

Reach people before, during or after they watch a video or reel

Facebook in-stream videos

Ads on Facebook Reels

Search results

Get visibility for your business as people search

Facebook search results

Instagram search results

Messages

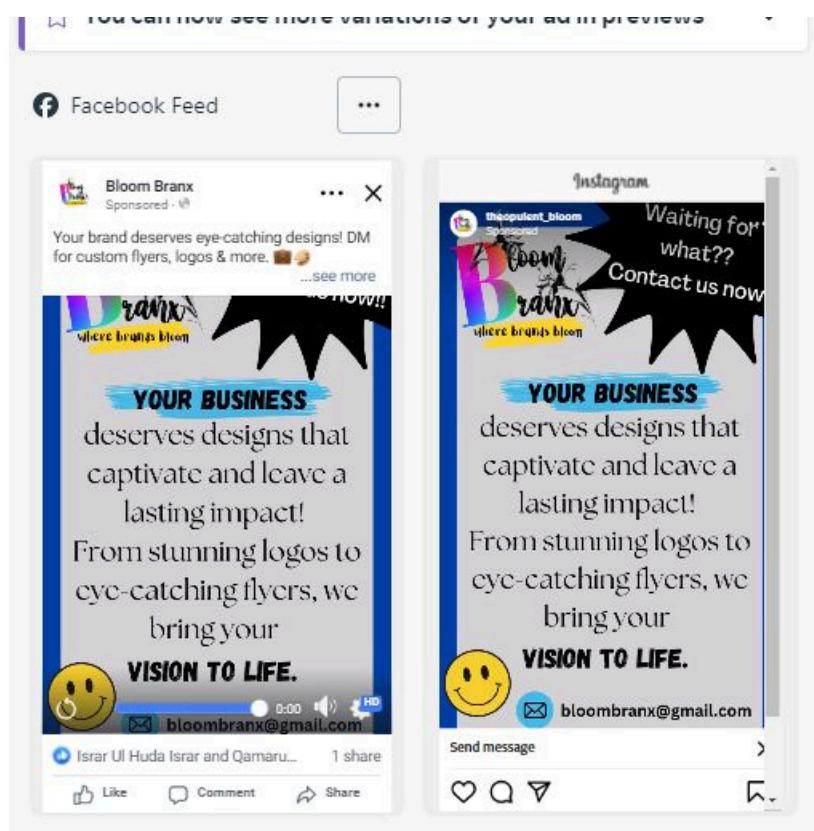
Send offers or updates to people who are already connected to your business



Facebook Stories

We recommend **full-screen vertical (9:16)** images or videos.

- **Preview:**



- **Result:**

Estimated daily results

Reach 1

13K-36K

ThruPlay 1

796-2.3K

Calender

30-DAYS MONTHLY PLANNER

6 MAY Phase 1: Awareness Daily Budget: 3,500	7 MAY Phase 1: Awareness Daily Budget: 3,500	8 MAY Phase 1: Awareness Daily Budget: 3,500	9 MAY Phase 1: Awareness Daily Budget: 3,500	10 MAY Phase 1: Awareness Daily Budget: 3,500
11 MAY Phase 1: Awareness Daily Budget: 3,500	12 MAY Phase 1: Awareness Daily Budget: 3,500	13 MAY Phase 1: Awareness Daily Budget: 3,500	14 MAY Phase 1: Awareness Daily Budget: 3,500	15 MAY Phase 1: Awareness Daily Budget: 3,500
16 MAY	17 MAY	18 MAY Phase 2: Traffic Daily Budget: 3,000	19 MAY Phase 2: Traffic Daily Budget: 3,000	20 MAY Phase 2: Traffic Daily Budget: 3,000
21 MAY Phase 2: Traffic Daily Budget: 3,000	22 MAY Phase 2: Traffic Daily Budget: 3,000	23 MAY Phase 2: Traffic Daily Budget: 3,000	24 MAY Phase 2: Traffic Daily Budget: 3,000	25 MAY Phase 2: Traffic Daily Budget: 3,000
26 MAY Phase 2: Traffic Daily Budget: 3,000	27 MAY Phase 2: Traffic Daily Budget: 3,000	28 MAY	29 MAY Phase 3: Engagement Daily Budget: 3,500	30 MAY Phase 3: Engagement Daily Budget: 3,500
31 MAY Phase 3: Engagement Daily Budget: 3,500	1 JUNE Phase 3: Engagement Daily Budget: 3,500	2 JUNE Phase 3: Engagement Daily Budget: 3,500	3 JUNE Phase 3: Engagement Daily Budget: 3,500	4 JUNE Phase 3: Engagement Daily Budget: 3,500
5 JUNE Phase 3: Engagement Daily Budget: 3,500	6 JUNE Phase 3: Engagement Daily Budget: 3,500	7 JUNE Phase 3: Engagement Daily Budget: 3,500		

Campaign Table

Campaign name	Budget	Start date	End date	Reach	ThruPlay	Engagement
Awareness	35K	May 6 th , 2025	May 16 th , 2025	97K	-	-
Traffic	30K	May 18 th , 2025	May 28 th , 2025	15.5K	-	-
Engagement	35K	May 29 th , 2025	June 9 th , 2025	-	1.5K	24.5K