

# 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

☒ 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

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
☒

Facebook profile feed
☒

Instagram Feed
☒

Instagram profile feed
☒

Facebook Marketplace
☒

Facebook video feeds
☒

Facebook right column
☐

Instagram Explore
☒

Instagram Explore home
☒

Messenger inbox
☐

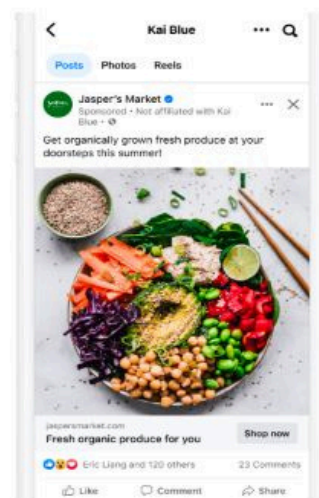
Facebook Business Explore
☐

Facebook notifications
☐

▼ Stories and Reels
☒

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

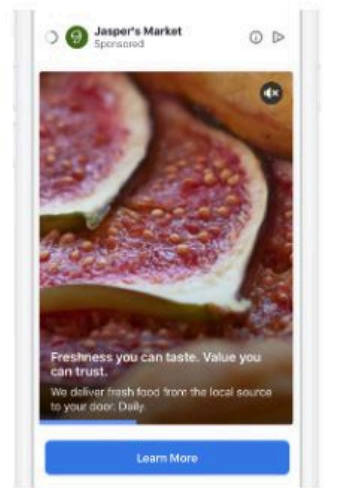
Instagram Stories
☒



### Facebook profile feed

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

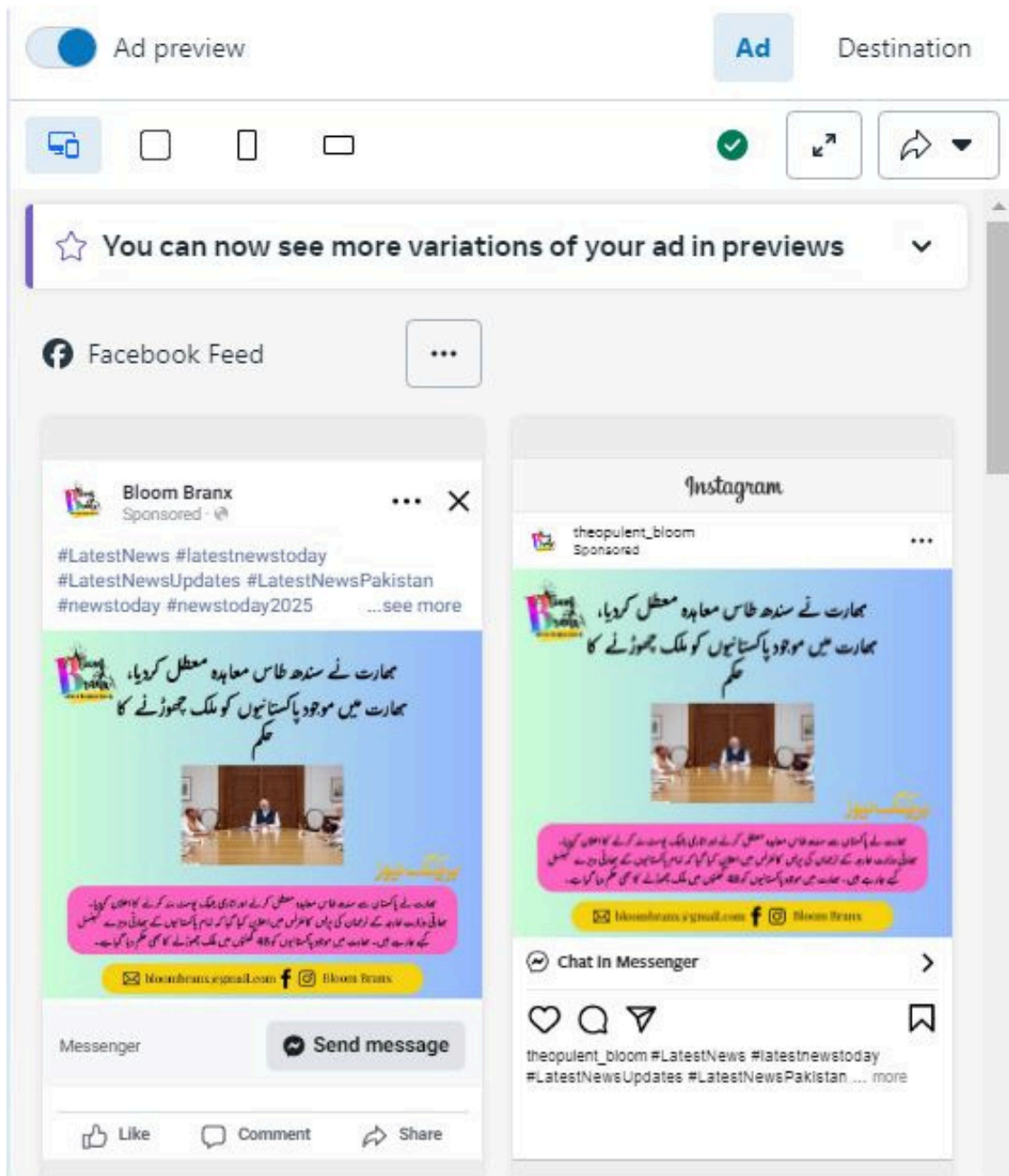
Facebook Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input type="checkbox"/>
Instagram Reels	<input checked="" type="checkbox"/>
Facebook Reels	<input checked="" type="checkbox"/>
<b>▼ In-stream ads for videos and reels</b>	<input checked="" type="checkbox"/>
Reach people before, during or after they watch a video or reel	
Facebook in-stream videos	<input checked="" type="checkbox"/>
Ads on Facebook Reels	<input checked="" type="checkbox"/>
<b>▼ Search results</b>	<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"/>
<b>▼ Messages</b>	<input type="checkbox"/>
Send offers or updates to people who are already connected to your business	
Messenger sponsored messages	<input type="checkbox"/>
<b>▼ Apps and sites</b>	<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:**

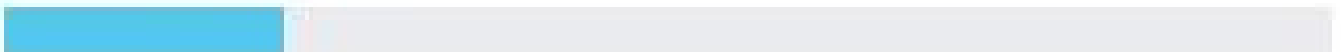


- **Result:**

## 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

☒ 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	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
Facebook Feed	<input checked="" type="checkbox"/>
Facebook profile feed	<input type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>
Instagram profile feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input type="checkbox"/>
Facebook video feeds	<input 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	<input checked="" type="checkbox"/>

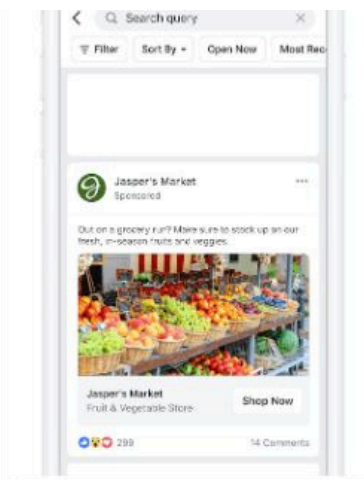


### Stories and Reels

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.

▼	<b>Stories and Reels</b>	<input checked="" type="checkbox"/>
	Tell a rich, visual story with immersive, full-screen vertical ads	
	Instagram Stories	<input checked="" type="checkbox"/>
	Facebook Stories	<input type="checkbox"/>
	Messenger Stories	<input type="checkbox"/>
	Instagram Reels	<input checked="" type="checkbox"/>
	Facebook Reels	<input type="checkbox"/>
▼	<b>In-stream ads for videos and reels</b>	<input type="checkbox"/>
	Reach people before, during or after they watch a video or reel	
	Facebook in-stream videos	<input type="checkbox"/>
	Ads on Facebook Reels	<input type="checkbox"/>
▼	<b>Search results</b>	<input checked="" type="checkbox"/>
	Get visibility for your business as people search	
	Facebook search results	<input type="checkbox"/>
	Instagram search results	<input checked="" type="checkbox"/>
▼	<b>Messages</b>	<input type="checkbox"/>
	Send offers or updates to people who are already connected to your business	
	Messenger sponsored messages	<input type="checkbox"/>



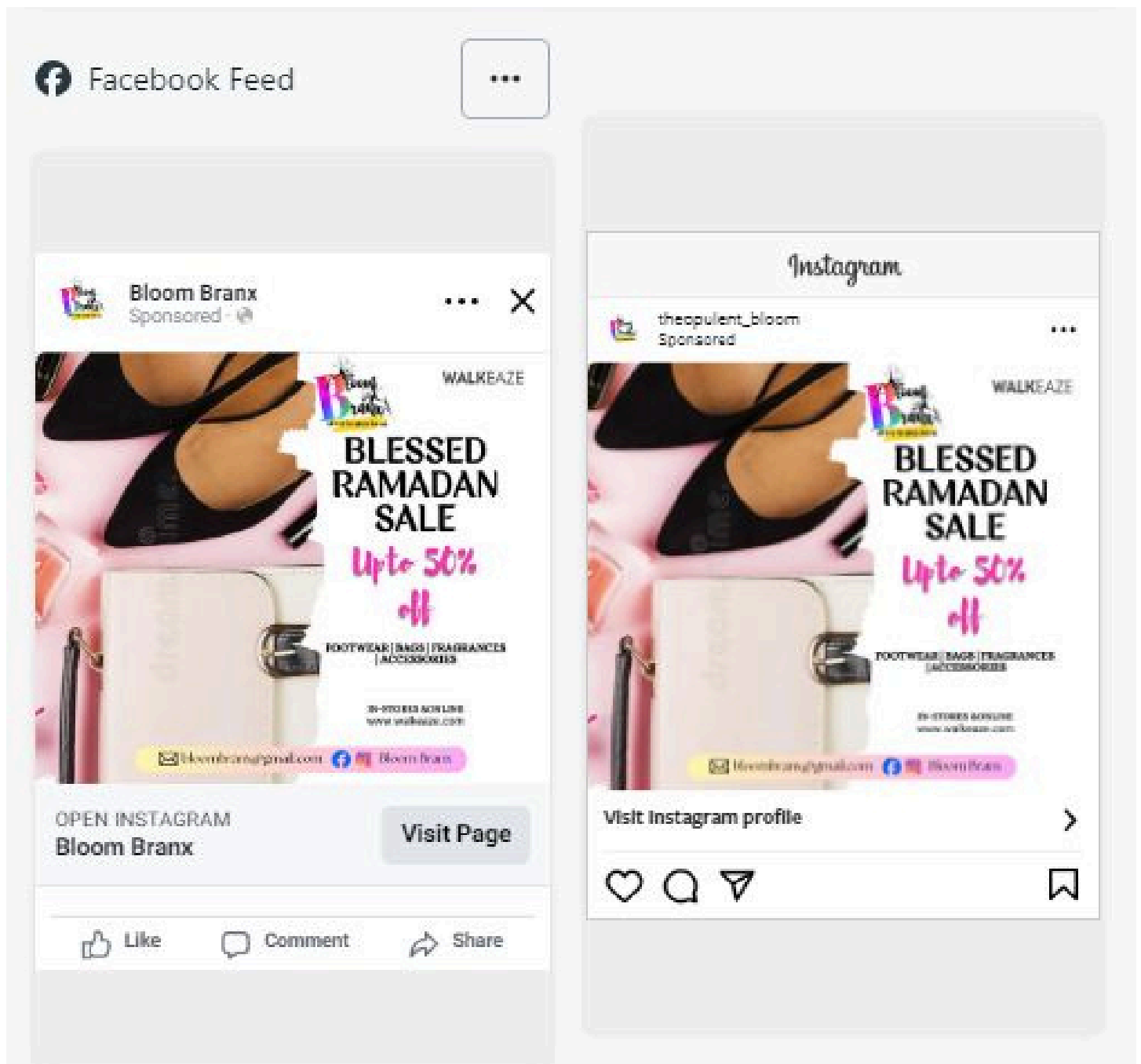
### Search results

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:



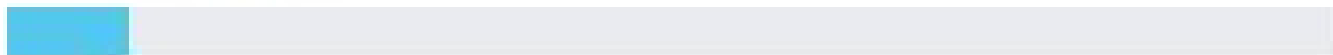


- **Result:**

## 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

☒ 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

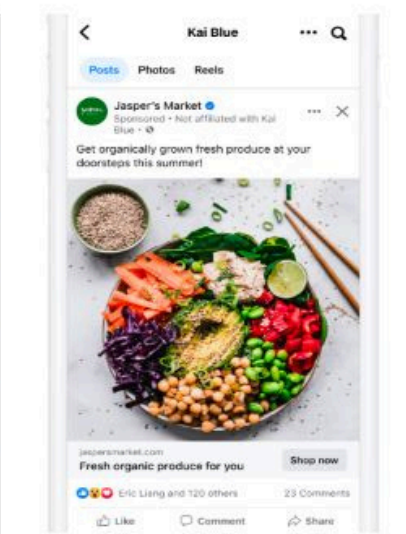
- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Facebook         | <input checked="" type="checkbox"/> Instagram |
| <input checked="" type="checkbox"/> Audience Network | <input checked="" type="checkbox"/> Messenger |

### Asset customisation ⓘ

18/18 placements that support asset customisation

### Placements


▼ Feeds	<input checked="" type="checkbox"/>
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 profile feed

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

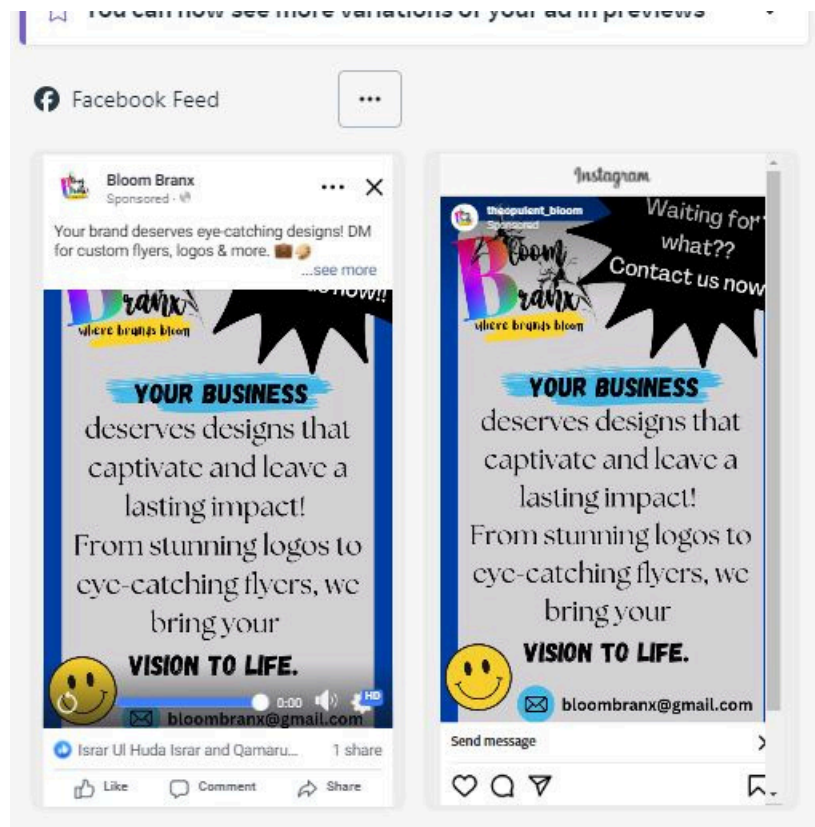
Facebook notifications	<input type="checkbox"/>
<b>▼ Stories and Reels</b>	<input checked="" type="checkbox"/>
Tell a rich, visual story with immersive, full-screen vertical ads	
Instagram Stories	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>
Instagram Reels	<input checked="" type="checkbox"/>
Facebook Reels	<input checked="" type="checkbox"/>
<b>▼ In-stream ads for videos and reels</b>	<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"/>
<b>▼ Search results</b>	<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"/>
<b>▼ Messages</b>	<input type="checkbox"/>
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:

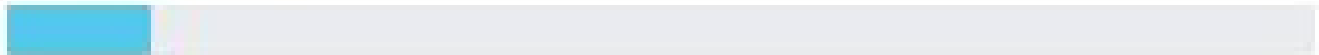


- Result:

## Estimated daily results

Reach ⓘ

13K-36K



ThruPlay ⓘ

796-2.3K



# Calender

## 30-DAYS MONTHLY PLANNER

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

# Campaign Table

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