

Paid Ads Strategy – ZAT

Objective:

Awareness & Engagement (increase brand recognition and build trust around the natural skincare product).

Product:

- Natural-based skin care .
- Unique Selling Points (USPs):
 - 99% natural ingredients.
 - No fragrances or harmful chemicals.
 - Clinically effective, provides therapeutic skin benefits.

Target Audience:

- Women, ages 18–45.
- Location: Egypt.
- Interests: Skincare, natural beauty, organic products, self-care, cosmetics, dermatology, health & wellness.

Budget & Duration:

- Total: 1,500 EGP.
- Duration: 7 days.
- Daily budget: ~200 EGP/day.

Campaign Structure:

Campaign → “Awareness .”

- 1 Ad Set : 3 creatives

- Carousel : product features (USPs)
 - UGC : a girl telling her experience with ZAT
 - Static image : attractive image for the product
 - - CTA : “Follow us to know more about yourself”
“ Follow us to feel your ZAT”
 - KPIs to Track:
- profile visits
- CTR (Click-Through Rate).

- CPM (Cost per 1,000 impressions).