

# Paid Ads Strategy – ZAT

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## Objective:

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

## Product:

- Natural-based skin cream.
- 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: ~214 EGP/day.

## Campaign Structure:

1 Campaign → “Awareness & Engagement.”

2 Ad Sets: same target audience

- Ad Set 1: 3 creatives
- Ad Set 2: 3 creatives

## KPIs to Track:

- Engagement rate (likes, comments, shares).
- CTR (Click-Through Rate).
- CPM (Cost per 1,000 impressions).
- Cost per engagement.