Facebook ad:



**Objective:**  
Generate **100 leads** from **SMEs and startups** in Saudi Arabia, UAE, and Egypt within **30 days**, with a **5% conversion rate** to clients, while maintaining **CPC below $1.50**.

**Persona:**

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| Ahmed Al-Mansouri (SME Owner) | Sara El-Badry (Startup Founder) |
| Age: 45  Location: Riyadh, Saudi Arabia  Business: E-commerce store selling traditional Arabian clothing.  Needs:  Digital marketing support to boost sales.  Accounting and financial expertise for budget management.  Pain Point: Can’t afford full-time staff for short-term tasks.  Platform Use: Facebook groups and pages focused on SMEs and entrepreneurship. | Age: 32  Location: Cairo, Egypt  Business: Tech startup offering AI-powered educational tools.  Needs:  Marketing expertise to promote her product.  Accounting support for preparing financial statements.  Pain Point: Limited budget, needs reliable short-term talent.  Platform Use: Engages with startup communities on Facebook, follows entrepreneurial content. |

**Budget for Facebook Ad Campaign**

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| Item | Details | Estimated cost |
| Daily Budget | $50 | $1,500 (for 30 days) |
| Ad Placement | Facebook Feed, Stories, and Groups targeting SMEs and startups. | Included in budget |
| CPC Target | $1.50 per click | ~33 clicks/day (1,000 clicks/month) |
| Total Leads Target | 100 qualified leads in 30 days | ~10-15 conversions at 5% conversion rate |
| Creative Design Costs | Use Canva designs for visuals | $0 (In-house design) |
| A/B Testing | Test different ad copies and CTAs | Included in budget |

**Sample Facebook Ad Copy & CTA**

* **Ad Copy:**  
  "Running a business is tough—finding the right talent shouldn’t be. With REMOTELY, get expert help in marketing, accounting, HR, and more, without long-term commitments. Flexible, affordable, and tailored to your needs!"
* CTA: "Find your Expert Now!"