**Kara Interview Questions 10-23-2023**

1. How are the Instagram/Facebook ads rolled out?
   1. Frequency
   2. Any change of material advertised (seasons, etc)(Insta/FB)
   3. What demographic is being targeted
   4. What is the process of creation and development advertisement (Tools used)
      1. Any notes issues with tools/ process of development?
2. Has there been changes to the way adverts are set up since covid? Have they been reverted back?
3. Are there any problems/ areas of improvement reducing the conversion rate within Marketing?
4. Any other platforms BBBSEM is looking to expand their presence through marketing?

Resources needed from Kara

* Examples of adverts
* Timeline of posts/ ads
* Conversion rates