

Campaign Phase 1 / Awareness

GOAL

Reach 50,000 total impressions and gain 100 new followers on Instagram and Facebook combined in two weeks.

KPIs

Total number of impressions
Number of new followers
Watch time

MONITORING STRATEGIES

Instagram and google Analytics
monitor impressions, reach, profile visits

Content Performance
identify high-performing content

Customer Feedback
Monitor engament

Campaign Phase 2 / Consideration

GOAL

Achieve 40,000 total views on all video content with an average engagement rate of 5%.

KPIs

Total view count

Watch time

CPM

CTR

MONITORING STRATEGY

Instagram and google Analytics

Analyse profile visits, reach, and video views and duration.

Content Performance

identify high-performing content