

GIFT PAGE CAMPAIGN

The gift page is a newly introduced offering that allows people purchase electricity for their loved ones

Objective:

To increase the number of purchases from the gift page.

Strategy:

- Leveraged the Valentine season.
- Encouraged people to offer electricity units as a Valentine gift
- Extended the offer to friends and family to reach more people

I defined the strategy for the campaign, from the visual look of the creatives, to copy, audience targeting, down to tracking and reporting.

Creative Copy:

To come up with a copy that spoke to our audience, we started by listing out our product propositions and then listed the bad alternatives to our offering.

We moved further to list out bad alternatives to offering Valentine gifts and highlighted what makes it bad.

Equipped with this, we were able to write a copy that resonated with our audience.

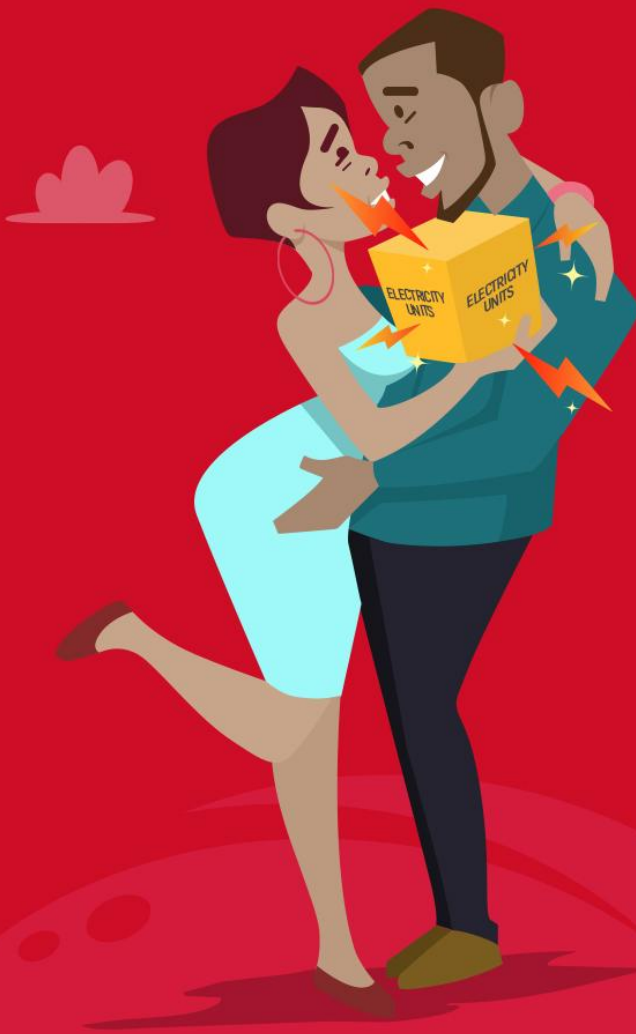
The cake could crumble, gift electricity units instead

All you need is ~~love~~ electricity

A gift of electricity units never goes out of style

Creatives:

The creatives were designed to highlight the message the copy passed, thus adding proper context.



all you need
is love
electricity

#PoweredByLove

 BuyPower.ng

gift electricity units
to a loved one

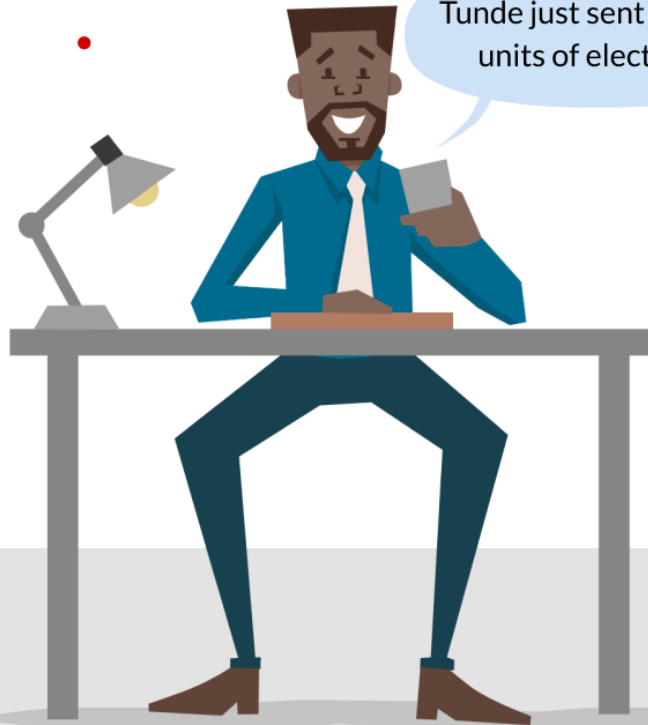


#PoweredByLove



a gift of electricity units never
goes out of style.

Tunde just sent you 500
units of electricity



#PoweredByLove



Body copy and headline:

With a great copy in place, all we needed were body copies with headlines that highlighted the benefits of using our service. This further compelled our audience to take action.

Social proof:

Social proof also played a major role in the quality of the ads. It could be the last thing that convinces a user to take action.

Most trusted electricity company in Nigeria

Used by over 2 million Nigerians

Covering over 30 states in Nigeria

Result:

There were 9 ad sets that generated 35,666 purchases with the '*gift electricity units to a loved one*' ad set generating the highest number of purchases of 8,347.

The campaign reached a total 1M+ people at a low CAC of \$0.11 in 30 days.