

## **Campaign 1**

S.M.A.R.T. Goal – Generate awareness from target audience of small and medium business owners about the services that I offer by getting a 1.5% CTR from ad campaign in a period of 2 weeks

### **Campaign Section**

Objective – To generate traffic

Note – generating impressions or page likes would not be a great indicator of awareness according to me, hence I have selecting traffic as an objective (to the website)

Create split test – No

Budget Optimization – Yes

Monthly budget – 200 CAD

### **Ad Set Section**

Traffic – Website

Dynamic creative – No

Offer – No

### *Audience Section*

Location – Waterloo, Kitchener, Cambridge, Oakville (+25km)

Age – 33 to 55

Gender – All

Demographics

Job Title – Founder, CEO, Marketing Director, Assistant manager marketing, marketing manager, internet marketing manager.

Interests – Owner

Behavior - small business owner

Languages – English, French

Connections – Exclude people who like your facebook page

Placement - Automatic

Budget – Link Clicks with lowest cost

Schedule – Monday to Friday – 4pm to 10pm, Saturday & Sunday – 9am to 9pm

### **Ad Section**

Heading - Do you aspire for growth of your brand?

Text - We can work together to make your brand reach its true potential using Ecommerce solutions and Digital Business strategies.

CTA – Learn more

Link with utm codes – [https://vr-freelance.myshopify.com/pages/shopify-services?utm\\_source=facebook&utm\\_medium=ppc&utm\\_campaign=awareness](https://vr-freelance.myshopify.com/pages/shopify-services?utm_source=facebook&utm_medium=ppc&utm_campaign=awareness)

Ad type – single image



Ad 2

Heading – Unlock the potential of digital marketing for your business

Text – Let us handle brand awareness, lead generation and revenue generation for you. Focus on closing deals. Or relaxing, whatever you choose!

CTA – Learn More

Link with utm - [https://vr-freelance.myshopify.com/pages/digital-marketing-services?utm\\_source=facebook&utm\\_medium=ppc&utm\\_campaign=awareness](https://vr-freelance.myshopify.com/pages/digital-marketing-services?utm_source=facebook&utm_medium=ppc&utm_campaign=awareness)

Ad type – carousel





## **Campaign 2**

S.M.A.R.T. Goal – Get 100 people to signup for free site audit or SEO audit

### **Campaign Section**

Objective – To generate traffic

Note – generating impressions or page likes would not be a great indicator of awareness according to me, hence I have selecting traffic as ab objective (to the website)

Create split test – Yes (using creative)

Budget Optimization – No

Monthly budget – 200 CAD

### **Ad Set Section**

Traffic – Website

Dynamic creative – No

Offer – No

### *Audience Section*

Location – Waterloo, Kitchener, Cambridge, Oakville (+25km)

Age – 33 to 55

Gender – All

Demographics

Job Title – Founder, CEO, Marketing Director, Assistant manager marketing, marketing manager, internet marketing manager.

Interests – Owner

Behavior - small business owner

Languages – English, French

Connections – Exclude people who like your facebook page

Placement - Automatic

Budget – Link Clicks with lowest cost

Schedule – Monday to Friday – 4pm to 10pm, Saturday & Sunday – 9am to 9pm

Ad section

AD A



Ad type – single image

Headline – Want to know how to boost your google search ranking for free?

Text – Book an SEO audit by me for absolutely no charge. Learn methods, content strategies and about gaps to boost ranking on search results!

CTA – Book now

Link with utm codes - [https://vr-freelance.myshopify.com/pages/seo-audit?utm\\_source=facebook&utm\\_medium=ppc&utm\\_campaign=consideration](https://vr-freelance.myshopify.com/pages/seo-audit?utm_source=facebook&utm_medium=ppc&utm_campaign=consideration)

AD B



Headline – Getting Traffic but low conversion

Text - Are there bottlenecks on your site which are not letting users convert? Don't let your marketing efforts go to waste. Book a free website audit and see how things can change!

CTA – Book Now

Link with utm - [https://vr-freelance.myshopify.com/pages/site-audit?utm\\_source=facebook&utm\\_medium=ppc&utm\\_campaign=consideration](https://vr-freelance.myshopify.com/pages/site-audit?utm_source=facebook&utm_medium=ppc&utm_campaign=consideration)

### **Campaign 3**

S.M.A.R.T. Goal – Retarget website visitors to improve conversions by 0.2%.

#### **Campaign Section**

Objective – To generate conversions (appointment booking)

Note – generating impressions or page likes would not be a great indicator of awareness according to me, hence I have selecting traffic as an objective (to the website)

Create split test – No

Budget Optimization – Yes

Monthly budget – 200 CAD

#### **Ad Set Section**

Traffic – Website

Dynamic creative – No

Offer – No

*Audience Section*

*RETARGETING USING FACEBOOK PIXEL*

Languages – English, French

Connections – Exclude people who like your facebook page

Placement - Automatic

Budget – Link Clicks with lowest cost

Schedule – Monday to Friday – 4pm to 10pm, Saturday & Sunday – 9am to 9pm

**Ad section**

Heading – Limited period offer!

Text - Get your digital marketing campaign managed for free for the first 15 days!

CTA – Book now

Link with utm - [https://vr-freelance.myshopify.com/pages/digital-marketing-services?utm\\_source=facebook&utm\\_medium=ppc&utm\\_campaign=remarketing](https://vr-freelance.myshopify.com/pages/digital-marketing-services?utm_source=facebook&utm_medium=ppc&utm_campaign=remarketing)



