



# Campaign Planning and Launching

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# Paid Search Ads

	Objective	Action	KPI
Ad group 1	<b>Target Top of Funnel:</b> <ul style="list-style-type: none"><li>- People who are not aware of Parisa Wang or CareerTu</li><li>- Generate product/brand interest</li></ul>	<ul style="list-style-type: none"><li>- View the ads and click the link / site visits</li></ul>	<ul style="list-style-type: none"><li>- Click through rate (CTR)</li><li>- Bounce rate</li></ul>
Ad group 2	<b>Target Middle of Funnel:</b> <ul style="list-style-type: none"><li>- People have awareness and interest to Parisa Wang or CareerTu</li><li>- Active consideration and evaluate the product</li></ul>	<ul style="list-style-type: none"><li>- Visit with product views</li><li>- If have some interest and intention, they start transactions</li></ul>	<ul style="list-style-type: none"><li>- Time on site</li><li>- Number of session view</li></ul>
Ad group 3	<b>Target Bottom of Funnel:</b> <ul style="list-style-type: none"><li>- High intention to buy</li></ul>	<ul style="list-style-type: none"><li>- Waitlist subscription</li></ul>	<ul style="list-style-type: none"><li>- Number of waitlist sign up</li></ul>

# Paid Search Ads

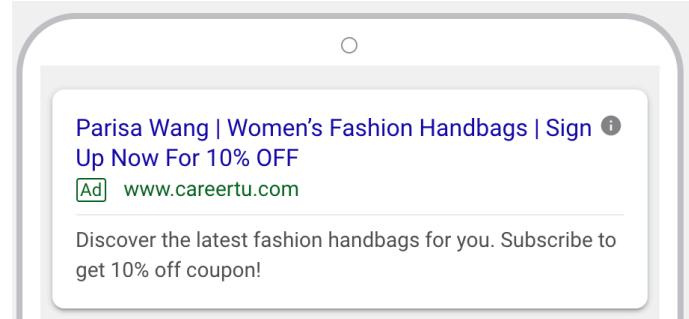
	<b>Keywords</b>
Ad group 1	<i>women's handbag, fashion handbag, handbag, bracelet bag, (fashion/best)bucket bag, tote bag, handbag for work</i>
Ad group 2	<i>Parisa Wang, Parisa Wang handbags, Careertu, CareeTu collaboration, Parisa Wang collaboration, tech collaboration bag</i>
Ad group 3	<i>Parisa Wang Careertu, Parisa Wang X Careertu collaboration, Careertu Parisa Wang discount, Parisa Wang sign up / waitlist</i>

# Paid Search Ads

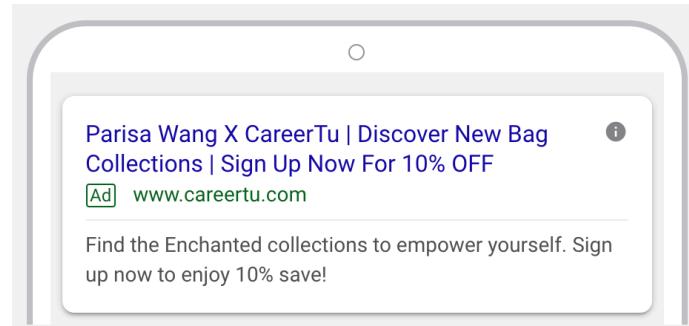
	<b>Headline 1</b>	<b>Headline 2</b>	<b>Headline 3</b>	<b>Description 1</b>	<b>Description 2</b>
Ad group 1	<i>Parisa Wang</i>	<i>Women's Fashion Handbags</i>	<i>Sign Up Now For 10% OFF</i>	<i>Discover the latest fashion handbags for you.</i>	<i>Subscribe to get 10% off coupon!</i>
Ad group 2	Parisa Wang X CareerTu	Discover New Collections	<i>Sign Up Now For 10% OFF</i>	Find the Enchanted collections to empower yourself.	Sign up now to enjoy 10% save!
Ad group 3	Parisa Wang X CareerTu	Fashion Tech Collaboration	<i>Sign Up Now For 10% OFF</i>	Don't miss the opportunity to know the collaboration bag is COMING SOON!	Limited time only. Join Waitlist Now!

# Paid Search Ads

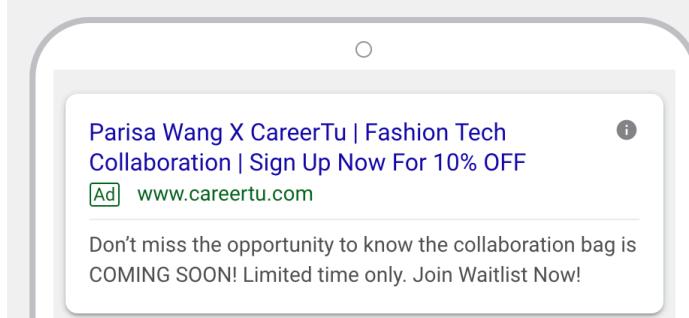
Ad group 1



Ad group 2



Ad group 3



Parisa Wang | Women's Fashion Handbags | Sign Up Now For 10% OFF  
[Ad] [www.careertu.com](http://www.careertu.com)  
Discover the latest fashion handbags for you. Subscribe to get 10% off coupon!

Parisa Wang X CareerTu | Discover New Bag Collections  
[Ad] [www.careertu.com](http://www.careertu.com)  
Find the Enchanted collections to empower yourself. Sign up now to enjoy 10% save!

Parisa Wang X CareerTu | Fashion Tech Collaboration  
[Ad] [www.careertu.com](http://www.careertu.com)  
Don't miss the opportunity to know the collaboration bag is COMING SOON! Limited time only. Join Waitlist Now!

# Paid Social Ads

Campaign	Ad set	Audience brief
<i>Parisa Wang X CareerTu: Lead generation &amp; subscription</i>	Ad set 1	<i>Top of Funnel, targeting lookalike audience of existing customers of Parisa Wang and CareerTu</i>
<i>Parisa Wang X CareerTu: Lead generation &amp; subscription</i>	Ad set 2	<i>Middle of Funnel, targeting people who has visited Parisa Wang's product and waitlist pages</i>
<i>Parisa Wang X CareerTu: Lead generation &amp; subscription</i>	Ad set 3	<i>Targeting existing customers of Parisa Wang and CareerTu</i>

# Paid Social Ads

	<b>Page</b>	<b>Message</b>	<b>Headline</b>	<b>Description</b>
Ad group 1	<i>Parisa Wang</i>	Fashion Handbag by Independent NY Designer	Parisa Wang X CareerTu Exclusive Collaboration	Limited Edition. Sign up now for free shipping
Ad group 2	<i>Parisa Wang</i>	Parisa Wang Bring New Collection Back For You	Parisa Wang X CareerTu Exclusive Collaboration	Limited Edition. Enjoy your first purchase with 10% off
Ad group 3	<i>Parisa Wang</i>	Bag Evolution is ONLY-HERE	Parisa Wang X CareerTu Exclusive Collaboration	Limited Edition. Get \$50 off for your next purchase

# Paid Social Ads

Ad group 1

 **Parisa Wang** Sponsored 

Fashion Handbag by Independent NY Designer



**Parisa Wang X CareerTu Exclusive Collaboration**

Limited Edition. Sign up now for free shipping

[CAREERTU.COM/SIGNUP](http://CAREERTU.COM/SIGNUP) 

 20      562 Comments    311 Shares

Ad group 2

 **Parisa Wang** Sponsored 

Parisa Wang Bring New Collection Back For You



**Parisa Wang X CareerTu Exclusive Collaboration**

Limited Edition. Enjoy your first purchase with 10% off

[CAREERTU.COM/SIGNUP](http://CAREERTU.COM/SIGNUP) 

 293      56 Comments    79 Shares

Ad group 3

 **Parisa Wang** Sponsored 

Bag Evolution is ONLY-HERE



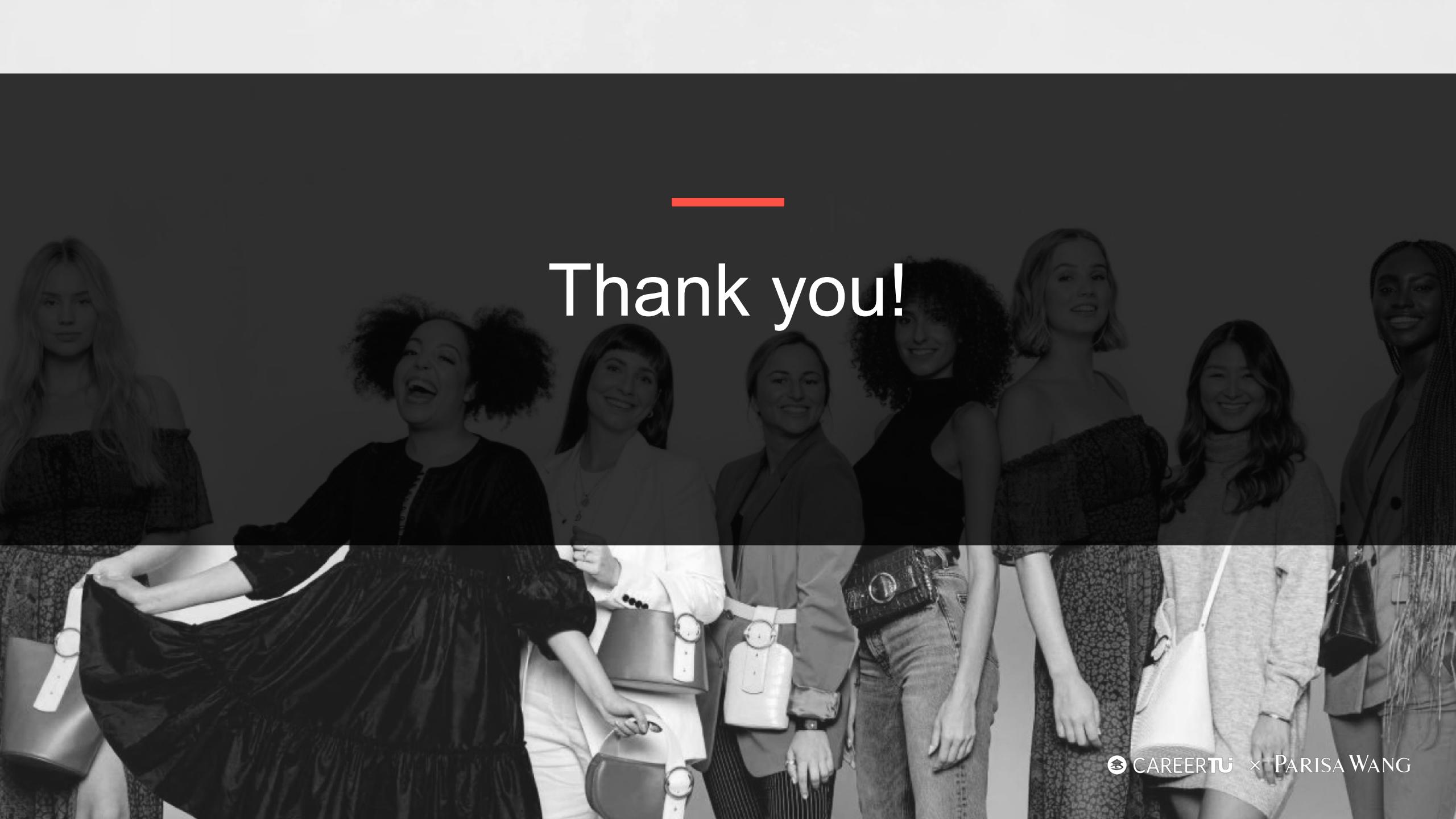
**Parisa Wang X CareerTu Exclusive Collaboration**

Limited Edition. Get \$50 off for your next purchase

[CAREERTU.COM/SIGNUP](http://CAREERTU.COM/SIGNUP) 

 213      29 Comments    41 Shares



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# Thank you!