

Facebook & Instagram Paid **Marketing Strategy**



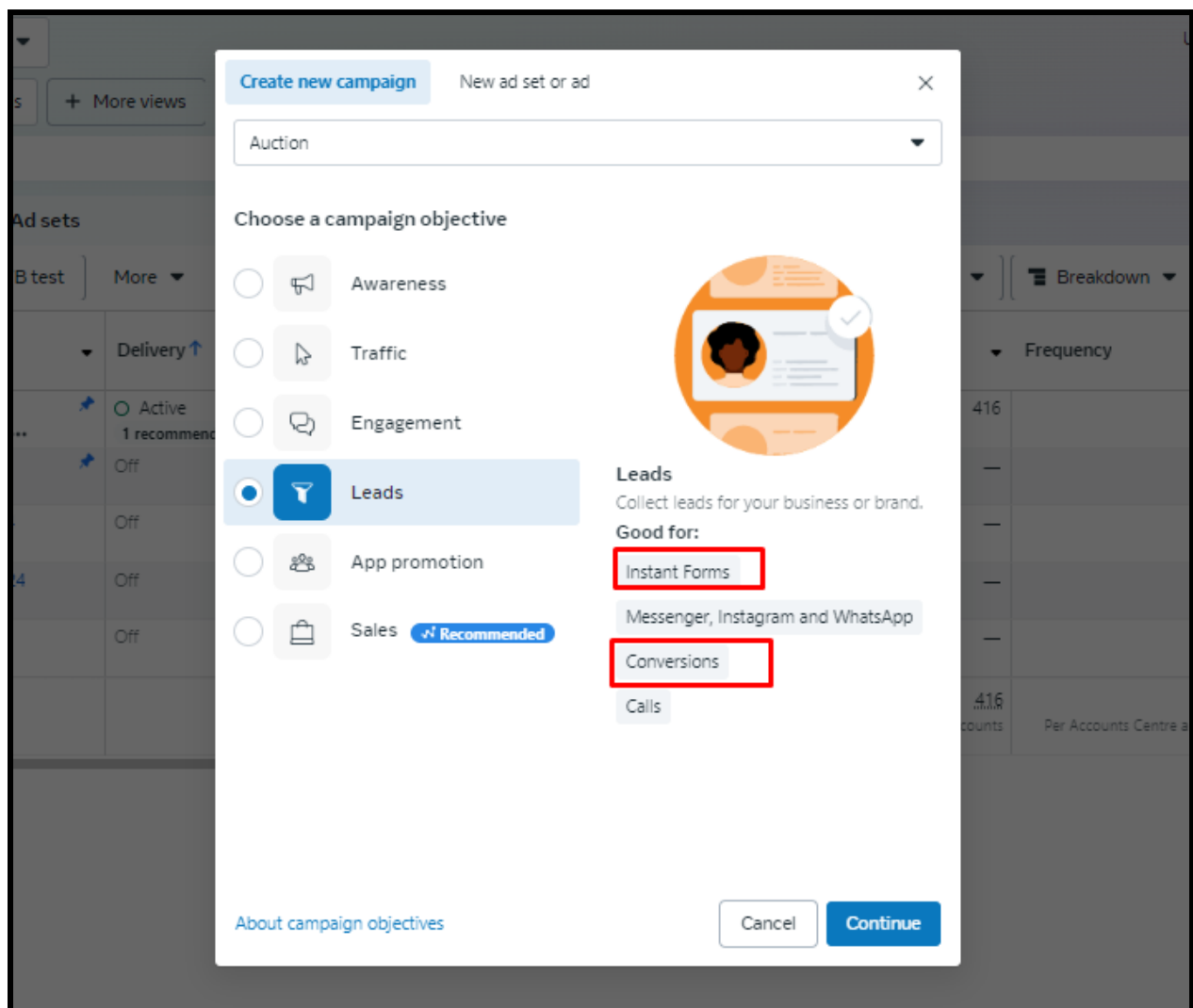
Summary

The purpose of this report is to conduct an in-depth analysis of your website and to share the Facebook & Instagram Marketing Strategy to drive additional conversions to the Website.

❖ Campaign Objective:-

There are various objectives for the campaign such as Gain brand awareness, increasing website traffic, gaining leads, etc.

As per your services, I would like to suggest you run the campaign with Instant form and conversion objectives.



❖ **Target Right Audience:-**

Targeting the right target audience is really important. Facebook Audience Insights is a fantastic tool to conduct research on the demographics of your competitors' followers. This will give us a starting point from which you can create your own unique target audience. I will Choose relevant audiences & proper targeting such as Age, Gender, Location, Interest etc so that we don't waste our budget on irrelevant traffic.

❖ **Facebook Ad Sets Implementation:-**

There are various types of ads which we create for Facebook Advertising. We will start with the Image ads and Video Ads in which users after clicking will land on the website as per given URL.

❖ **Ad Copy Content:**

Facebook ad content plays an important role because it attracts the user so it is highly recommended that the ad content must be attractive, eye-catching, highly relevant & exciting which engages users completely. I have rich experience in writing ad copies for campaigns. I will write highly relevant and eye-catching ads using accurate emojis which help to attract customers.

❖ **Facebook Placement Targeting:-**

Next is to select the placements i.e. where to show our ads, there are so many options to choose from such as Facebook Feed, Facebook Right Column, Instagram, Messenger etc. But in your case we will use instagram feed , facebook feed , instagram reels , facebook video feeds because these are the most engaged placements nowadays. And it will help us in getting leads.

❖ **Location Targeting:-**

Whether you want to target a country, region, state, city, zip code, exclude or include certain places, location targeting will allow you to do all of this and more. I will start with the USA market and then according to the performance we will proceed further with other countries.

❖ **Remarketing:-**

Maximizing value from your Ad Words campaign is essential. To help achieve this we will implement remarketing in your account. Remarketing enables you to show ads to users who have visited your site for up to 18 months in the future. This often has the effect of increasing calls and sales at very little cost.

❖ **Facebook Pixel Code Implementation:-**

The Facebook Pixel is code embedded into a website that links visitors' onsite behavior to Facebook user profiles. It helps to track the actions individuals take when they visit your website after clicking the ad. It collects data that helps us track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website. So I will implement the same on the website.

❖ **Custom Email Audience Targeting:-**

Custom audiences let you upload your own list of contacts allowing you to target leads already in your pipeline. There are various other options to create the custom audience such as Website Traffic, Lead Form Traffic, Customer Data File etc. So if you have some old client emails or related data you can provide me the same. We will have separate campaigns for the same so that we will get conversions from them.

❖ **Setup New Campaign for Lookalike Audience:**

A lookalike audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers. Facebook Lookalike Audiences can help us find our new best customers. It's a powerful tool for better Facebook ad targeting—drawing learnings about your most successful customers to find new people who are likely to be good customers, too. Lookalike Audiences are formed based on source audiences.

❖ **Regular Optimization Tasks:-**

Next step of our Facebook marketing strategy is to begin monitoring our Facebook account. It is recommended to monitor accounts every day. On a daily basis, regular optimization tasks we perform are:-

- Setup New Ad Sets as per the Performance.
- Setup New FB Ads.
- Demographic & Interest Targeting.
- Relevant Audience Targeting.
- Placements refining on the basis of performance .
- Testing Different Facebook Banners.
- Setting up new Campaigns for Website Visitors and Lookalike audiences.

THANK YOU