

TEMPLATE FOR MANAGING YOUR SOCIAL MEDIA BUDGET

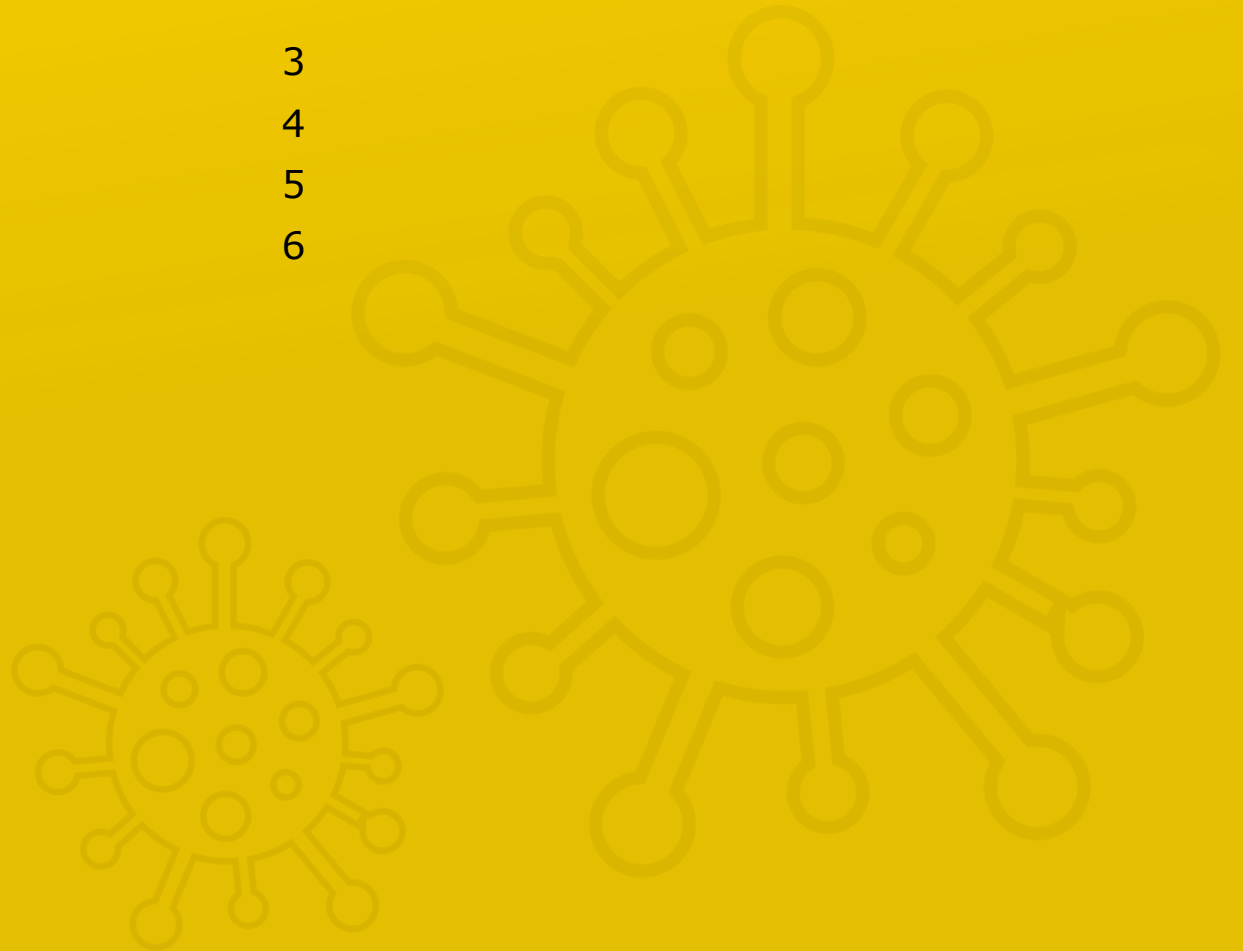
**DRIVING DOMESTIC SALES
COVID-19 SALES & MARKETING FOR RECOVERY**

Attention | Interest | Desire | Reassure | Action



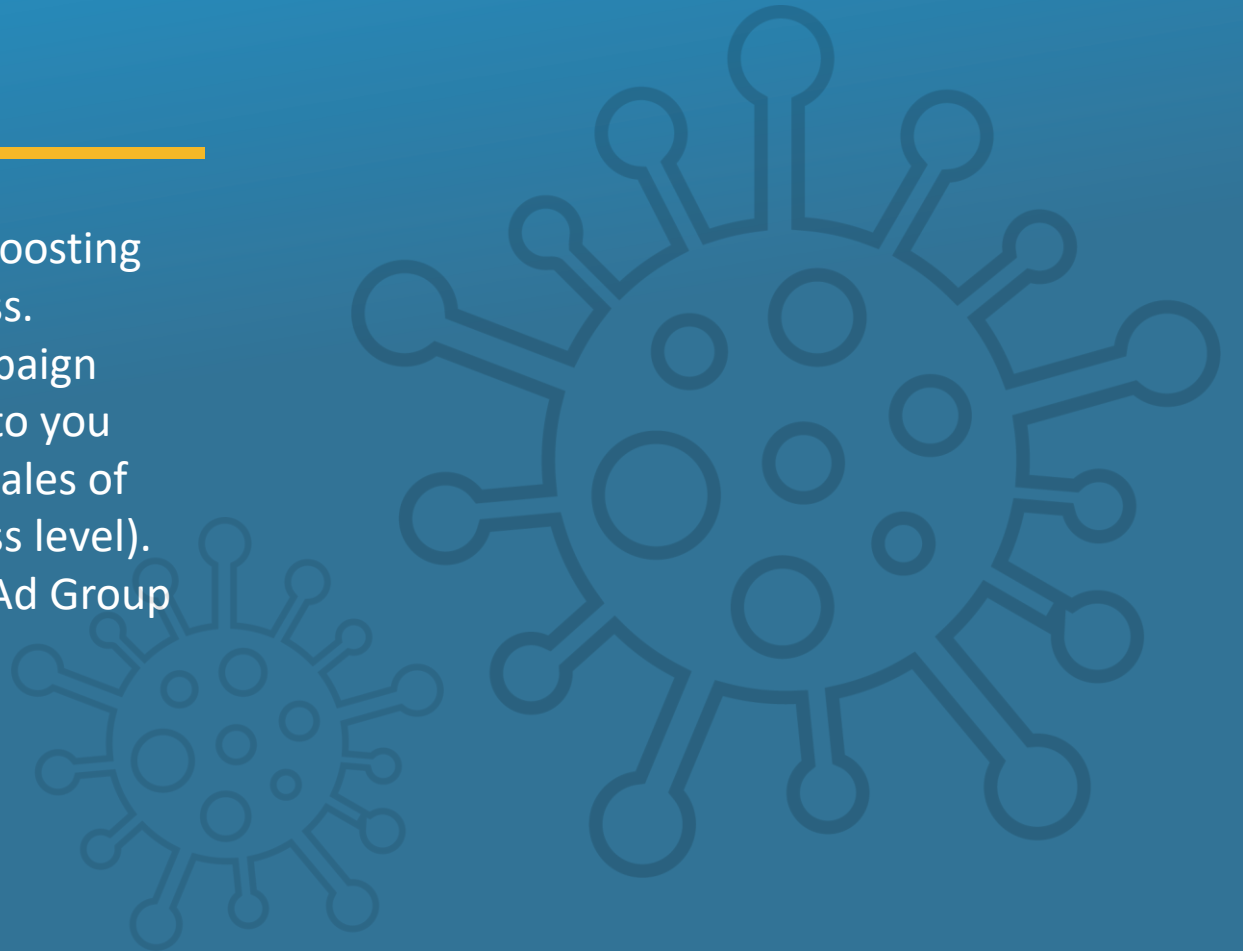
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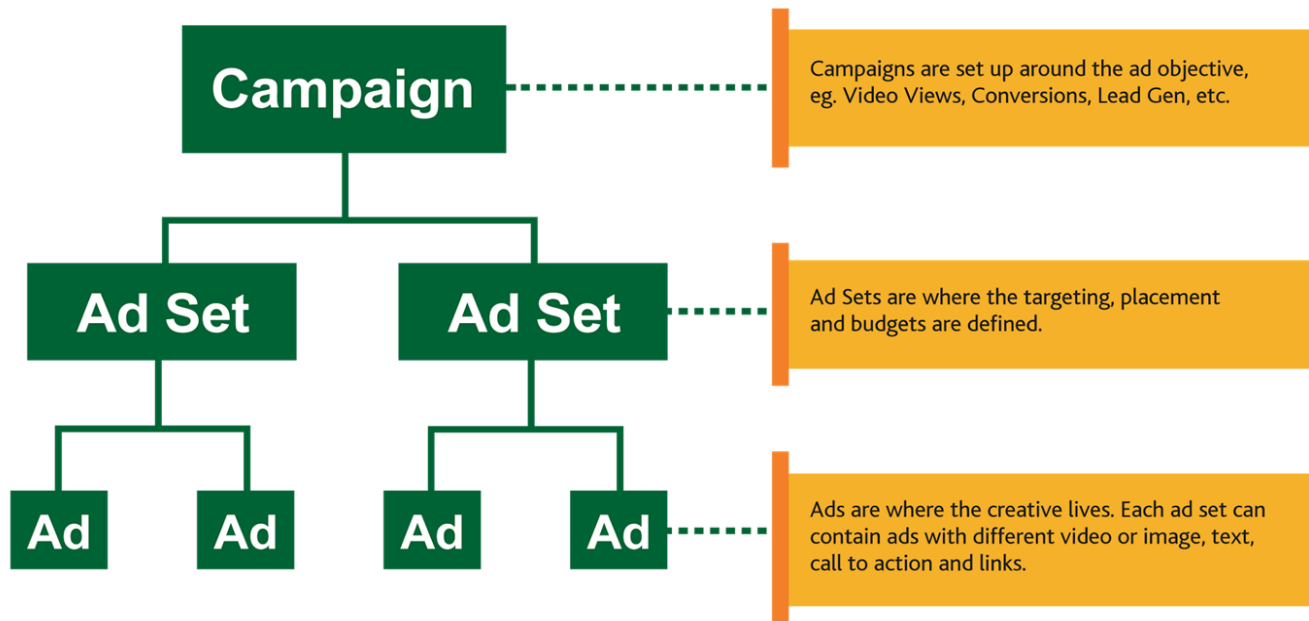
INTRODUCTION

This document is part of a suite of supports under Boosting Sales with Social Media for driving domestic business. The document supports Video 4 (Boosting The Campaign Including Paid Promotion) and will act as a support to you when creating a social media campaign that drives sales of your offers (includes selling at destination & business level). All of the actions described in this sheet happen at Ad Group and Ads level.



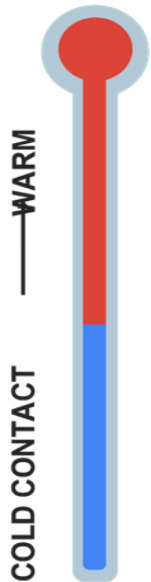
UNDERSTAND THE FACEBOOK ADS STRUCTURE

All of the action described in this sheet happen at Ad Group and Ad level.



LOTS OF TESTS TO DISCOVER YOUR SWEETSPOT

AD GROUP LEVEL: Test Audiences



CUSTOM AUDIENCES

Best type of targeting. Create audiences of people who have already engaged with you. eg Customers, Website Visitors, engaged with your content on Facebook or Instagram.

LOOKALIKE AUDIENCES

Make lookalikes based on those who have engaged with you (custom audiences). Test these against Interest audiences.

INTERESTS & BEHAVIOURS

Cold audiences. Use these when you have no previous connection and you're starting out. Facebook offers interest and behaviour targeting that you can use to initially reach out.

INSERT YOURS HERE



FACEBOOK AD SPEND ALLOCATION PLANNER

Daily budget
x # days in
campaign =

Daily budget
x # days in
campaign =

Daily budget
x # days in
campaign =

TOTAL BUDGET

Objective: e.g. video views

Audience: e.g. fans e.g. custom e.g. lookalike

Content: Ad 1 _____
Ad 2 _____
Ad 3 _____

Objective: e.g. video views


Audience: e.g. fans e.g. custom e.g. lookalike

Content: Ad 1 _____
Ad 2 _____
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Objective: e.g. video views

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Content: Ad 1 _____
Ad 2 _____
Ad 3 _____

 Here's where you get the lead

