



## **8 steps to planning a successful advertising campaign on social media platforms**

If you want to attract more potential customers then advertising campaigns are the right strategy for you. And if you launch any kind of paid ads, whether on Facebook, Instagram, Twitter, Snapchat or even Google without any prior planning; It is possible that you are making a big mistake that could cause you to lose your money or miss the opportunity to make more sales for your business.

Advance planning will help you launch a successful and engaging advertising campaign, and bring in an interested audience to interact with your business and purchase your products or services.

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### **1- Define your advertising goals**

Clearly define your goal of the advertising campaign or the goals of your advertising campaign.

Ask yourself: What are you trying to achieve from this ad campaign? Don't just say you want "more sales."

Everyone wants more sales! Specify the goals you want to reach precisely. The goals are not just 'more sales' or 'customers'. be specific.

Use the SMART method to better define your goals. SMART stands for goals that are specific, measurable, achievable, results-oriented and time-bound.

Find new customers: If your goal is more customers, decide how many customers and in what period of time you will get them, so you can measure results. But make sure the goal is achievable. If your ad budget is \$500, you won't get 10,000 new customers within 30 days. But it may be possible to achieve anywhere from 20 to 50 new clients, depending on your industry. SMART's goal may be to acquire 50 new customers in 30 days.

New product launch: If promoting a new product was the reason for launching the campaign, how would you measure it? SMART's goal could be: to achieve 300 sales during the initial product launch for 3 months.

Promote a Directory or Webinar - Magnetic Marketing: Those who sell professional services or complex business solutions may want to promote their services through magnetic marketing. Example: A digital agency submits a new service offer. SMART's goal could be to get 150 downloads of a guide explaining the benefits of the service, including 30 people interested in learning more about the service, during a 60-day campaign.

Earning seasonal sales: If you work in retail and want to achieve seasonal sales, your ads will be focused in a narrow period of time perhaps a few weeks or days. This goal requires you to focus on methods and tactics that motivate people to make a decision during that time, such as Black Friday ads based on getting a large number of people to your store in a few days. Your SMART goal could be: Increase visits to your store by 30% during Black Friday and increase sales by 10%.

## **2- Choose what you want to promote in the advertising campaign**

The next step in your advertising plan is deciding what you will be promoting. Choose what to promote in your ads:

Producer

service

Range of products/services

Your brand

Discount or event

another thing

And remember that what you are promoting must align with your goals.

Example 1: If your goals include increasing seasonal sales or launching a new product, your focus may be on promoting a discount or a product, not on promoting your company as a whole.

Example 2: If you are a marketer and you are trying to increase the demand for your services, then you can promote your services that your target

customers will demand. For example, “Are you spending money on advertising campaigns but aren't getting the results you want?”

### **3- Define your target audience**

If you want to see success in your marketing advertising campaign, you must carefully define your target audience to help you create campaigns that match them and their interests.

Targeting is an integral part of advertising, you don't want to invest a lot of money in a campaign that doesn't reach the people interested in your business.

So you have to develop buyer personas to focus on the goals you want to reach through the advertising campaign.

Buyer Personas are a fictional description of your ideal customer, and include demographics, interests, habits, challenges they are trying to solve, income and more.

### **4- Decide where to find your target audience in the advertising campaign**

When setting up your advertising campaign for your business, it is important to have the right audience.

Define where your target audience spends their time, and what platforms do they participate in? What are their daily preferences? How do they search for purchases? Understanding these things helps determine exactly how to find your target audience.

Ad platforms provide you with precise targeting. For example, Facebook ads allow you to target by interests and demographics, or you can use keywords in Google Ads to attract buyers who are actively searching for your products.

### **5- Choose the time period for the advertising campaign**

Some types of ads can be launched immediately, others require advance planning.

What speed do you need to achieve results? Many medium and small business

owners want immediate results. But not all types of ads are instant.

For example, if you're running a special promotion for a limited time, you'll need the results before the offer ends. The best option is pay-per-click ads that start getting clicks within hours.

On the other hand, with a new product launch, you usually plan it well in advance. So a blitz campaign that includes direct mail, TV ads, and online display ads can be coordinated alongside a PR campaign, so that everything starts coming up around the same time to make a big boost.

Remember that timing is an essential part of any advertising campaign.

## **6- Determine your advertising budget**

The ad budget is an important part of your ad campaign because you must have the funds to keep your ad running. You need to have a budget in place to know how much you can spend on your paid ads.

There is no set minimum that you have to pay on most platforms, so you find that a platform like Google will work according to your budget and help you break down how you spend your money.

You can set a budget of \$100 or \$2000. The amount lies only at your discretion. However, it is important to note that the amount you spend on your campaign will affect its success, if you only spend \$100 you will not get as many leads as you would with \$2000.

## **7- Create your advertising content and advertising graphics**

You will need to create an advertising message and ad graphics (designs or videos) for your campaign. Some types of ads require a design with specific dimensions and dimensions.

## **8- Measure your results**

Last but not least, measure results.

Based on the goals you set in step one, you should have defined certain metrics to see if your campaign was successful. You need to measure performance to follow those metrics.

Some types of ads, such as Google ads, are easy to measure because the data is collected automatically. For example, you can track clicks and select p

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