



# **Paid Media Mock Proposal**

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# Table of Contents



**3**

## **Campaign Overview**

Identify challenges and provide solutions

**4-5**

## **Goals & Targeting**

Deep dive into result driven metrics and targeting

**6-7**

## **Budget Plan**

Discuss breakdown & execution plan

**8-9**

## **Build Structure**

Structure recommendations and outline

**10**

## **Ad Unit Tactics**

Strategic actions and ideas

**11-12**

## **Results & Final Thoughts**

Discuss growth opportunities and benefits

This proposal deck is designed to explore innovative ideas and present an influencer campaign. The campaign will include paid media and native influencer posts with the goal of boosting conversions for *The Beauty Brand* and increasing brand awareness.

Our vision is to elevate *The Beauty Brand* to the forefront of the beauty industry by expanding its customer base and enhancing its brand recognition.



# Campaign Overview





# Goal, Approach & KPIs

## Overall Campaign Goal

Launch *The Beauty Brand* in the U.S. market, igniting awareness, engagement, and sales among women aged 25-45 who have a passion for natural and organic products. Our focus will be centered around *The Beauty Brand's* innovative new product, providing unwavering support for this exciting release.

**Approach:** A combination of 25 nano/micro-influencers who are whitelisting approved, aged 25-45, will create tutorial/lifestyle based content to showcase *The Beauty Brand's* new product. The content, including short videos, will be amplified through our paid media and audience targeting strategy.

### Objectives and KPIs:

- **TikTok:**
  - **Objective:** Reach, Engagement, and Traffic.
  - **KPIs:** Video views, engagement rate, click-through rate (CTR), cost per click (CPC).
- **Instagram:**
  - **Objective:** Engagement and Conversions.
  - **KPIs:** Engagement rate, click-thru-rate (CTR), conversion rate, return on ad spend (ROAS).



# Targeting Approach

## Summary of Campaign Targeting

**Content Needed:** 25 pieces of short-form video (under 60 seconds)

- 15 for TikTok
- 10 for Instagram

We will target ads based on the following outline on TikTok and Instagram using whitelisting. This will boost visibility for both *The Beauty Brand* and the influencers, providing a more authentic experience for new customers. We will target by the following:

**Demographics:** Females aged 25-45 in the United States.

**Interests:** Natural and organic products, including clean beauty, skincare routines, eco-friendly products, vegan beauty, cruelty-free brands, sustainable living, and mindful living.

**Behavioral Targeting:** Prioritize users who frequently engage with beauty-related content, particularly those interested in shopping at Ulta (*Competitor Store*), Sephora, Amazon and Target (*Competitor Store*).

### Ad Specs (Across all platforms)

- Video length will be between 30-60 seconds.
- 1:1 or 4:5 aspect ratio
- CTA: Shop Now, Learn More, See More



# Budget Plan



**We will focus on TikTok and Instagram because they are ideal for reaching females aged 25-45 who are interested in natural and organic beauty products. These two platforms have the highest return on investment (ROI) for a direct-to-consumer (D2C) focus. TikTok's algorithm-driven content discovery and Instagram's strong female user base make them powerful platforms for targeting this demographic.**

**Execution Dates:** October to November 2024 (2-Month Campaign) This campaign is scheduled before the Christmas season to ensure it stays top of mind for consumers making both self-purchases and gifts.

**Total Budget Spend:** \$48,000

**TikTok: \$28,000 (58.3%)**

- **7 In-Feed Ads:** \$14,000 (50%) (2K per video ad)
- **8 Spark Ads:** \$14,000 (50%) (1,750K per video ad)
- **Total Pieces:** 15 short-form videos

**Instagram: \$20,000 (41.7%)**

- **5 In-Feed Ads:** \$10,000 (50%) (1K per video ad)
- **5 Spark Ads:** \$10,000 (50%) (1K per video ad)
- **Total Pieces:** 10 short-form videos



# Budget Breakdown



The estimated metrics are based on current benchmarks for TikTok and Instagram, calculated using CPC and CTR formulas. Spark Ads on TikTok achieve higher CTR due to their engaging nature. Despite Instagram's higher CPM, we are allocating more budget to TikTok for cost-effective campaign testing and scaling.

## TikTok: \$28,000 (58.3%)

- **In-Feed Ads: \$14,000 (50%)**
  - Estimated CPM (Cost Per Thousand Impressions): \$10
  - Estimated Impressions: 1,400,000 / Estimated CTR: 1.5%
  - Estimated Clicks: 21,000 / Estimated CPC: \$0.70
- **Spark Ads: \$14,000 (50%)**
  - Estimated CPM (Cost Per Thousand Impressions): \$12
  - Estimated Impressions: 1,166,667 / Estimated CTR: 1.7%
  - Estimated Clicks: 19,833 / Estimated CPC: \$0.75

## Instagram: \$20,000 (41.7%)

- **In-Feed Ads: \$10,000 (50%)**
  - Estimated CPM (Cost Per Thousand Impressions): \$15
  - Estimated Impressions: 666,667 / Estimated CTR: 1.6%
  - Estimated Clicks: 10,000 / Estimated CPC: \$1.00
- **Spark Ads: \$10,000 (50%)**
  - Estimated CPM (Cost Per Thousand Impressions): \$18
  - Estimated Impressions: 555,556 / Estimated CTR: 1.8%
  - Estimated Clicks: 10,000 / Estimated CPC: \$0.90

# TikTok Build Structure



**Success will be measured using KPIs including video views, engagement rate, click-through rate (CTR), cost per click (CPC) and with budget allocation to maximize ROI.**

## **In-Feed Ads (TOF)**

- **Content:** 7 videos (Product tutorials, GRWM/lifestyle integration)
- **Strategy:** A/B testing, creative optimization, and sequential storytelling.
- **Retargeting:** Leverage TikTok Pixel.

## **Spark Ads (MOFU)**

- **Content:** 5 Testimonial videos, 3 Educational videos
- **Strategy:** Sequential storytelling, ongoing optimization, and amplification of high-performing content.
- **Retargeting:** Leverage TikTok Pixel.

## **Tracking & Measurement:**

- Use TikTok Trend discovery tool to find engaging content and enhance audience interaction
- Implement TikTok Pixel to track video views, clicks, and conversions for audience creation and performance (Monitor data for precise retargeting and lookalike audience creation)
- Conduct A/B testing for content optimization
- Utilize real-time analytics via TikTok Ads Manager for dynamic budget and targeting adjustments



# Instagram Build Structure



**Success will be measured using KPIs including Engagement rate, click-thru-rate (CTR), conversion rate, return on ad spend (ROAS).**

## **In-Feed Ads (TOF)**

- **Content:** 5 videos (Product tutorials, GRWM/lifestyle integration)
- **Strategy:** A/B testing, creative optimization, and sequential storytelling.
- **Retargeting**

## **Spark Ads (MOFU)**

- **Content:** 5 Testimonial videos
- **Strategy:** Sequential storytelling, ongoing optimization, schedule ads to run during peak engagement times based on historical data (e.g., evenings, weekends).

## **Tracking & Measurement:**

- A/B testing will optimize content, while real-time analytics via Meta Ads Manager will enable dynamic adjustments to budgets and targeting.
- We will also leverage Pixel data for precise retargeting and lookalike audience creation.



# Ad Unit Tactics

## Ad Unit Tactics

We will implement frequency capping on both platforms, to control how often a user sees the same ad, preventing ad fatigue and ensuring balanced exposure across different influencer content.

### TikTok Ads

We will drive explosive reach by strategically placing whitelisted influencer content where it's most likely to spark trends. We will test bold CTAs that encourage instant interaction—"Shop Now," "Discover Your Glow," or "Join the Movement." We will also be using TikTok Pixel insights to fuel real-time optimizations, ensuring every dollar spent propels engagement and conversions. We will also leverage TikTok's AI-driven lookalike audiences to expand our reach by creating segments that mirror the most engaged users, optimizing for higher click-through rates (CTR) and lower cost per click (CPC).

### Instagram Ads

We will capture attention with Reels and Stories that stop the scroll, blending stunning visuals with compelling CTAs like "Swipe Up to Glow" or "See the Results." We will also use the in-feed ads for strategic retargeting, turning initial interest into loyal customers. Pixel tracking will fine-tune audience segments, amplifying high-performing ads and maximizing conversion rates.

## Tracking Overview

We will track Instagram and TikTok campaigns using a mix of native analytics and third-party tools. We can apply Whatagraph to maintain data efficiently.

Instagram's performance is monitored through Facebook Ads Manager and Instagram Insights, while TikTok campaigns are tracked using TikTok Ads Manager, Google Analytics, and Hootsuite.

UTM parameters and pixel tracking help provide comprehensive campaign performance insights for optimization and attribution. This will allow for granular analysis of traffic sources, helping to optimize ad spend and content strategy.



Optimal  
Performance  
&  
Results



# Thank You!

By implementing these paid media strategies  
we can help *The Beauty Brand* thrive.

Let's create something amazing together!

We are committed to driving results and  
making your brand shine. Please feel free to  
review and let us know if you have any  
questions or concerns.

