

MODESENS

Marketing Strategy
Paid Media Breakdown

Breakdown

Paid Media 2023 Campaign

Purpose of Paid Media Campaign: Our blog content will be promoted more effectively on social media by utilizing paid social media. Through this form of digital advertising, we will target users who are interested in our content and help convert them into conversions and loyal ModeSens customers. We will focus in August on trending and brand spotlight blogs.

Our Main Goals

- Increase Exposure of ModeSens on Social Media
- Increasing the visibility of ModeSens blog/website clicks
- Engage social media users more effectively
- Increase overall reach/impressions and followers

Potential for Growth: Moderate to High

- Increase brand awareness
- Increase traffic to site
- Increase habitual behavior on social media
- Increase brand loyalty
- Increase conversions

Social Media Focus Breakdown

- **IG Feed:** 1 post per blog
- **IG Stories:** 1 story per blog
- **Tik Tok:** 1 blog post per week
- **IG Reel:** 1 post that is weekly blog focused (*emcompasses all blogs that week*)
- **Facebook:** 1 post per blog

Strategy Overview

Strategy Boosting on Social Media

- Boost 1x Instagram Post
 - *Placements will be In-Feed, Stories, Explore and Reels.*
 - *Goal more profile visits*
- Boost 1x Facebook Post Per Blog Posting
 - *Placements will be In-Feed, Stories.*
 - *Goal more website visits*
- Boost 1x Tik Tok Post Per Week (Total 4 boosted videos)
 - *These are full-screen ad placements targeted.*
 - *Goal more profile visits/followers*

Boost Target Audience

(Based on Instagram/Facebook and Google Analytics insights)

- **Target:** Automatic on Instagram
- **Target Gender:** Women and Men
- **Target Age:** 25-34 / 35-44
- **Target Locations:** United States, United Kingdom, Australia, Canada, Germany
- **City Targets:** London, New York, Los Angeles. Chicago. Atlanta, Ashburn, Dallas
- **Target Interests:** Shoppers/Shopping Enthusiasts/Designer Clothing/Deal Shoppers
- **Target Hashtag:** #CheckModeSensBeforeYouBuy

Blog Publishing Timeline

- 8/2 Product-Focused Story: Link Search
- 8/3 Chic in the Heat: Late Summer Trends
- 8/9 Y2K Comeback Trends
- 8/16 Pre-Fall Collections: Fall Preview
- 8/21 World Fashion Day: Top Picks
- 8/28 Tik Tok Beauty Trends
- 8/30 Labor Day Sales

Budget and Publishing Timeline

Publish Date	Content	Platform(s)	In-House Spend	Run Dates	Estimated Daily Results
	In-Feed Graphic/Blog Link	Instagram/Facebook	\$5 x 2 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	In-Feed Graphic/Blog Link	Instagram/Facebook	\$5 x 2 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	Original Video Content	Tik Tok	\$10 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	In-Feed Graphic/Blog Link	Instagram/Facebook	\$5 x 2 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	Original Video Content	Tik Tok	\$10 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	In-Feed Graphic/Blog Link	Instagram/Facebook	\$5 x 2 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192

Budget and Publishing Timeline

Publish Date	Content	Platform(s)	In-House Spend	Run Dates	Estimated Daily Results
	Original Video Content	Tik Tok	\$10 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	In-Feed Graphic/Blog Link	Instagram/Facebook	\$5 x 2 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	In-Feed Graphic/Blog Link	Instagram/Facebook	\$5 x 2 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	In-Feed Graphic/Blog Link	Instagram/Facebook	\$5 x 2 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192
	Original Video Content	Tik Tok	\$10 Per Day/5 days \$50 Total Spend		IG: 2,00-5,200 Accounts Reached FB: Accounts reached 992 - 2.9K/ Link Clicks: 66 - 192

Budget and Publishing Timeline Continued

Overall Total Budget August Paid Media Campaign

- \$X spend

Analytics and Insights

Our paid campaign performance can be tracked in real-time with social media advertising, and we can provide you with analytics and insights that are useful for our business. *Will monitor and analyze the performance weekly and make changes accordingly.*