

Meta ADS

BREADONUS





The Goal

Promoting Awareness And Encouraging Sales

Breadonus wanted to increase brand awareness and maximize sales during the holiday shopping period with a digital-first campaign aimed at delighting customers with visuals while reaching them in large numbers and encouraging them to visit its stores.

Challenges And Strategies

Challenge 1: Who's The Target Audience?

Breadonus did not have an adequate number of sales to clearly define the customer demographics. Therefore, I relied on market research to develop the first target audience. It created a unique challenge because, without a defined customer base, Facebook pages can take 6-8 months to develop a community with consistent engagement, and organic click-through website traffic that leads to sales.

Strategy # 1:

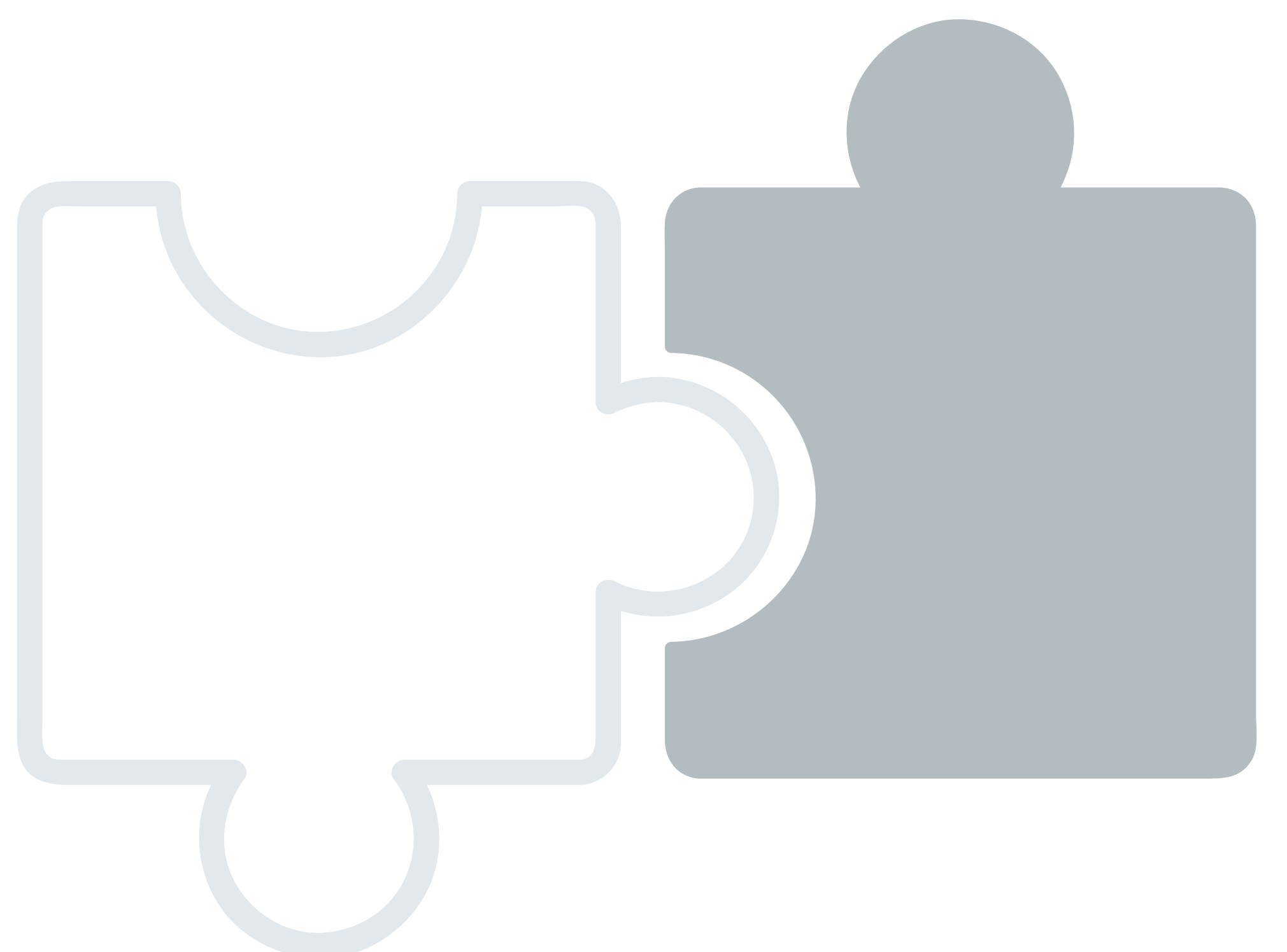
Research covering my clients and within the industry helped to pinpoint an initial target audience in the 22-50 age range. I used that as our base, and then targeted the buying habits and lifestyle interests of that group to develop a more targeted audience.

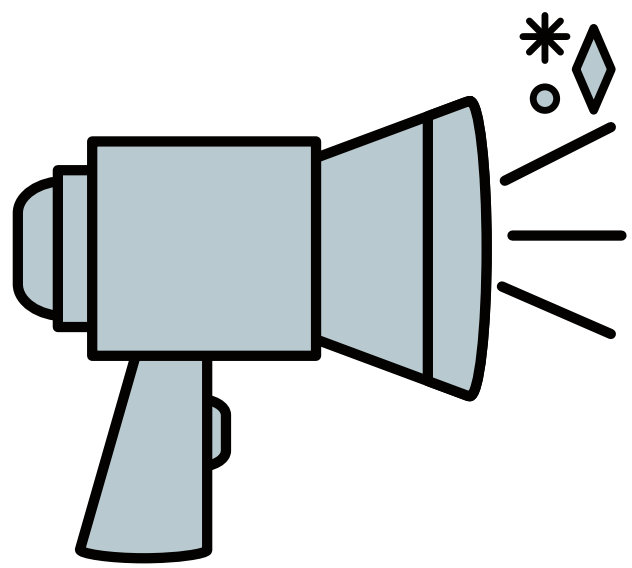
Challenge 2: What Is The Brand Voice?

Because Breadonus was a new business, it didn't have an established brand voice. I needed to create it.

Strategy # 2:

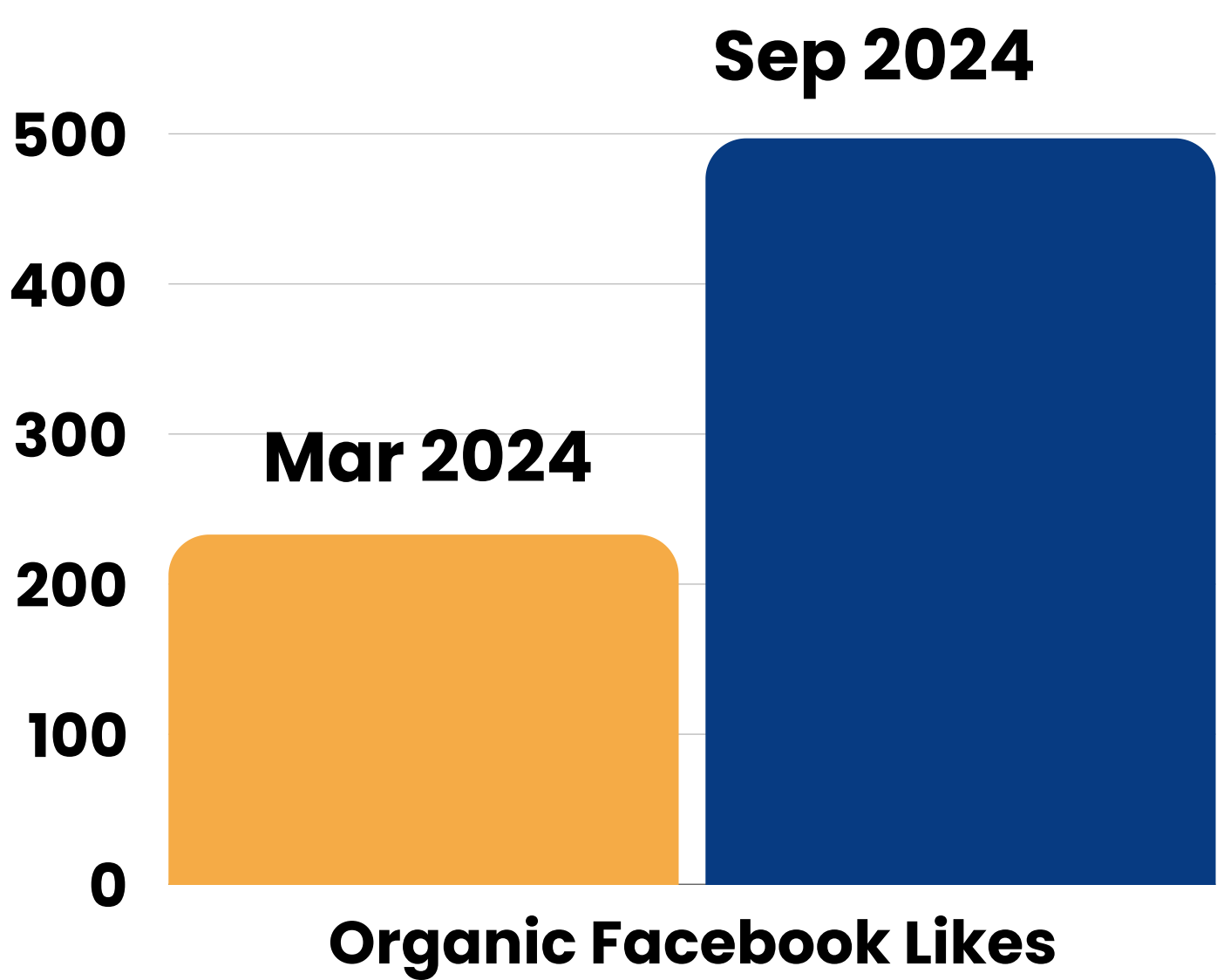
I started with a general, but professional brand voice and used posts to learn more about how our audience communicates before adapting.



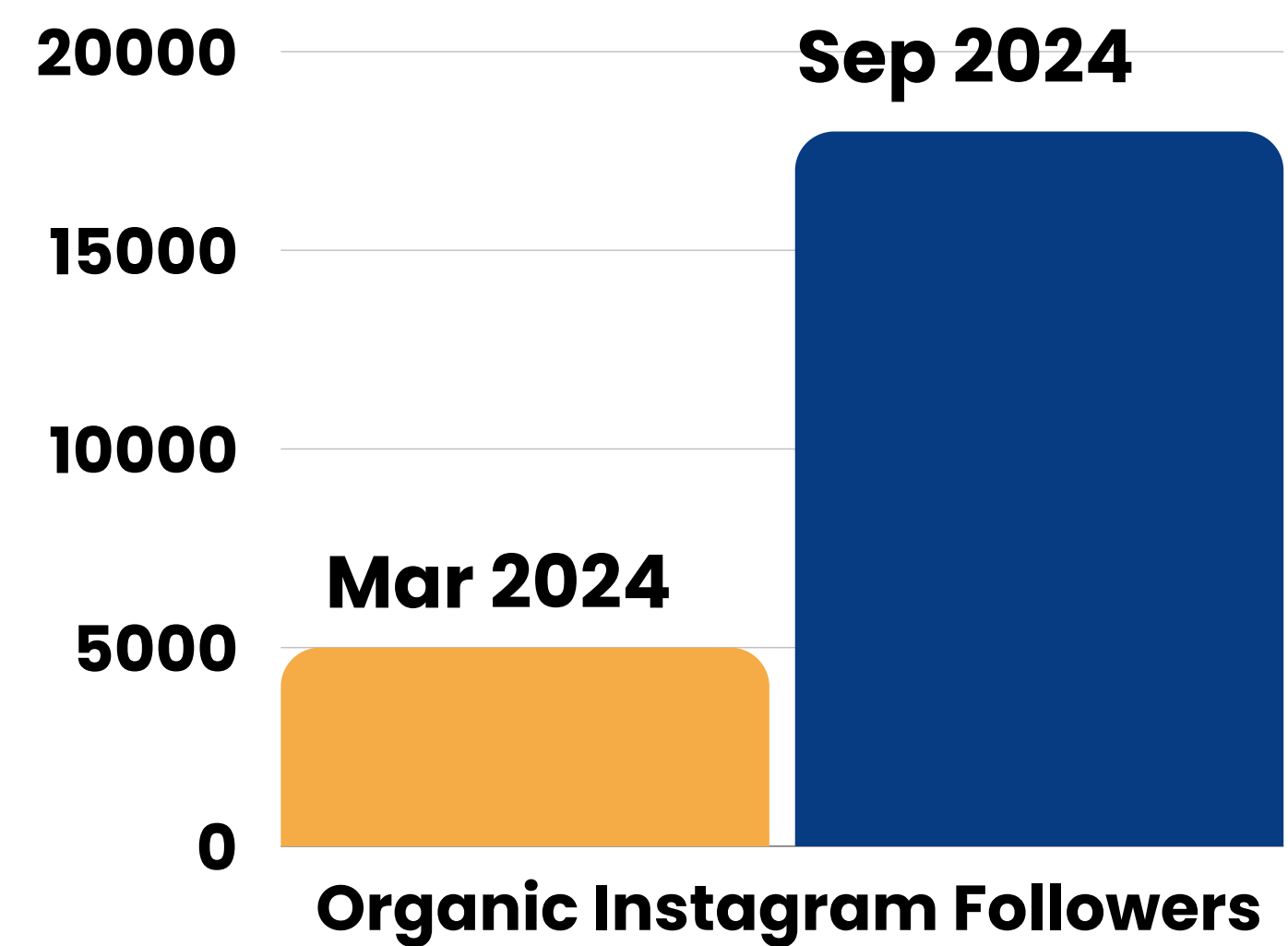


SOCIAL MEDIA MARKETING

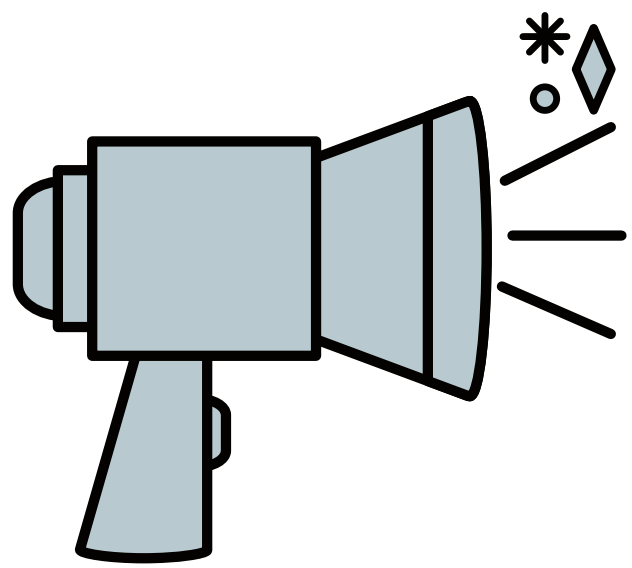
Organic Comparison



Facebook	Previous	Current
Engagement	14,705	26,652
Reach	516,570	366,198



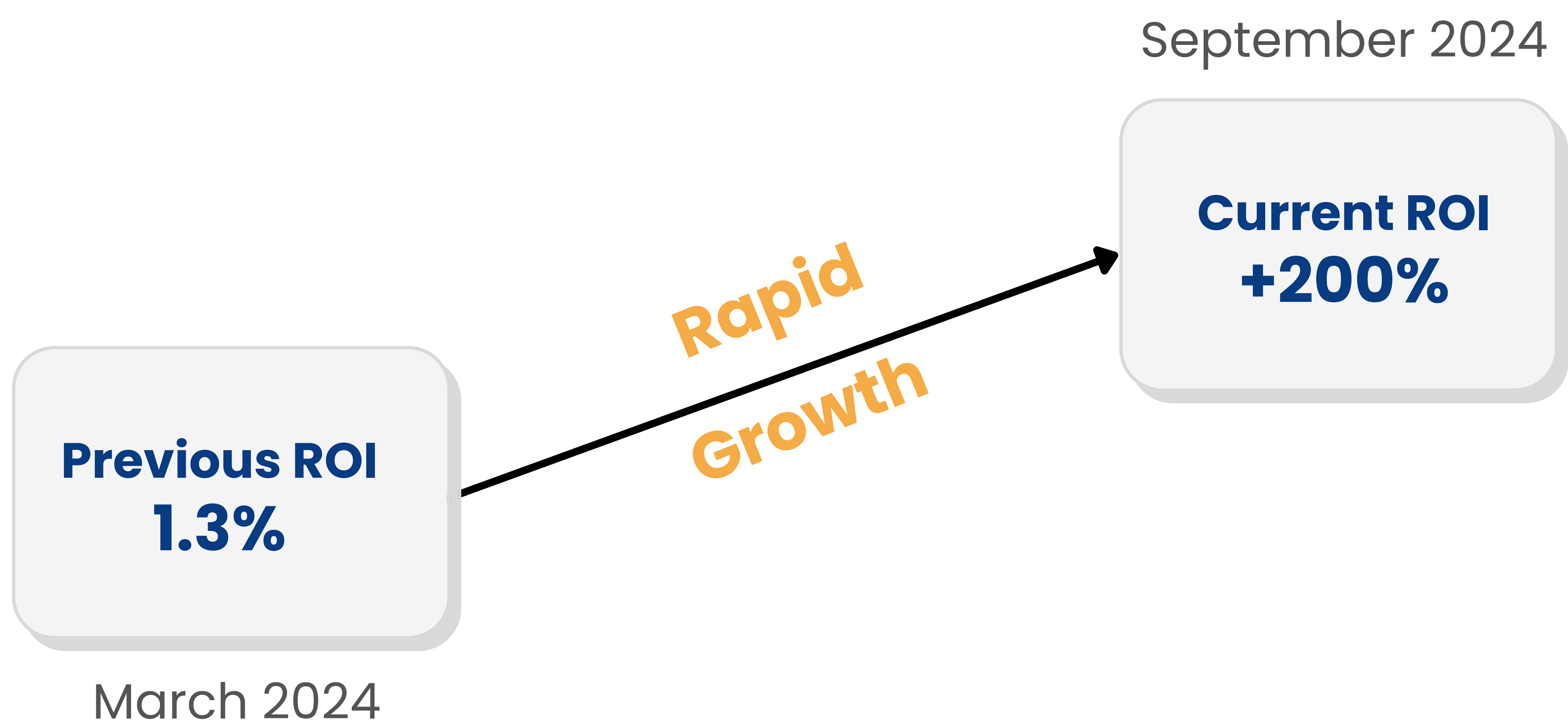
Instagram	Previous	Current
Engagement	500	2,285
Reach	138,491	360,452



SOCIAL MEDIA MARKETING

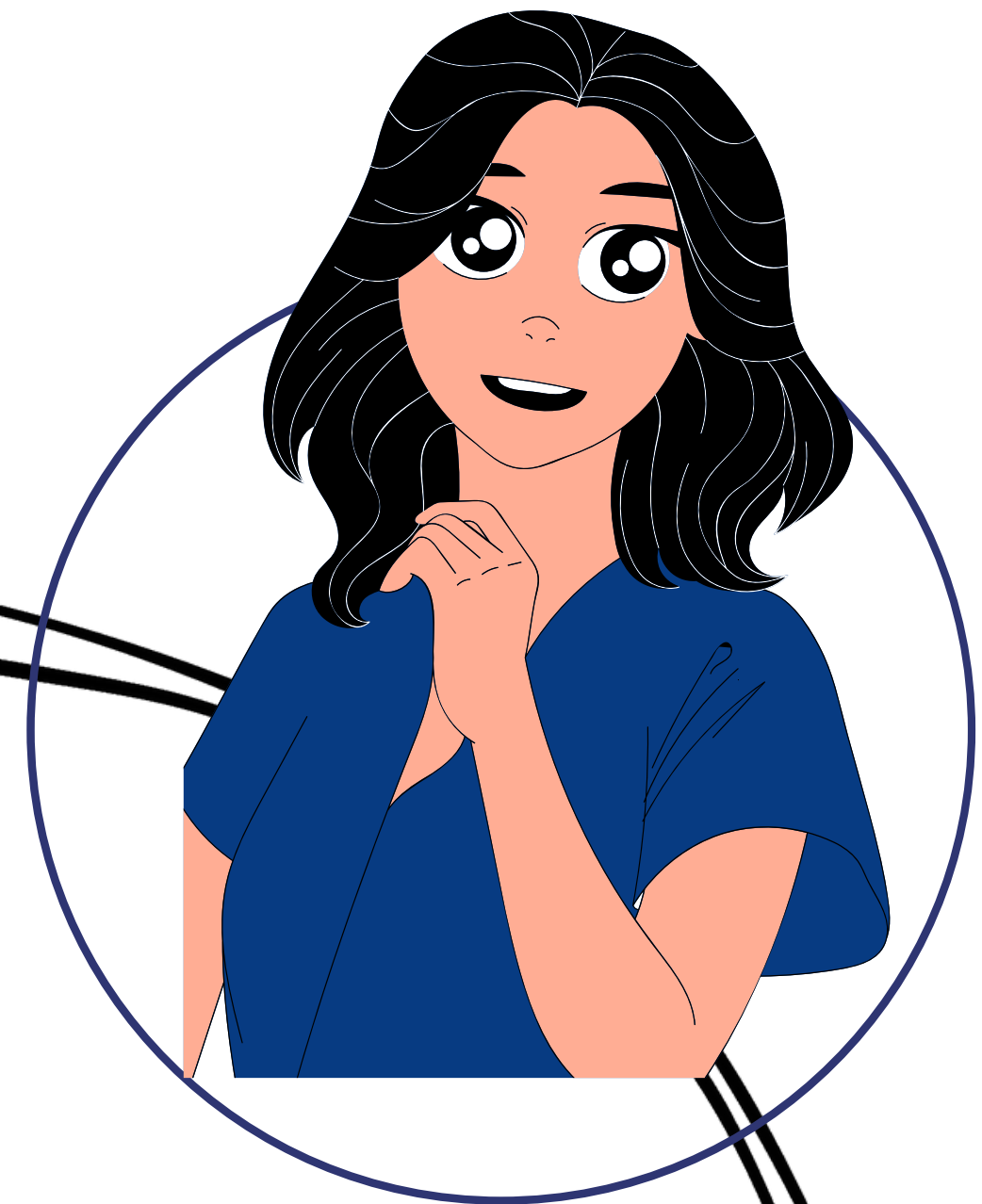
Facebook Campaigns

Past	V/S	Present
Total Ads: 09		Total Ads: 08
Conversion	Objective	Conversion
2,000 AED	Budget	2,000 AED
2,026 AED	Sales	9,288 AED
15	Orders	30





HAPPY CLIENT
HAPPY ME!



"It's just not just a Digital Marketing campaign. There are other elements I have looked for and found that have helped out. You're proactive and engaged...and it's working."