Unit 13 Homework Template - Campaign Brief

Section 1: Google Ads Remarketing Campaign:

BRAND + INDUSTRY	**Brand**: VIPaustintours business is providing five types of local tours: local tours, foodie tours, wine-bar tours, wineries tours and taco tours. Target audience are: men and women; 30-50 years old; travelers who like bespoke, exclusive-feeling experiences. **Industry**: Tours/Food&Dining
BUSINESS OBJECTIVE(S)	Increase conversion rate by 3% for men and women 30-50 years old audience in the Austin area.
CAMPAIGN SUMMARY	For this retargeting campaign Austin locals tours is providing 15% off for any local tours, for those who sign up for a newsletter on our website and follow us on Facebook, Instagram or TikTok. Only one rule is you have to have the same email on sign up for a newsletter and Social media account. This campaign is ideal for 3 aspects: increase sign ups on website; increase population on Social media channels and increase conversions by providing 15% off for next booking.
CONVERSION FUNNEL STAGE(S)	Campaign targeting two conversion funnel stages: Conversion and Re-engagement
THE TACTICS YOU WILL USE AND HOW THEY WILL SUPPORT YOUR OBJECTIVE.	It will increase existing customers' AOV and LTV. In this campaign I am offering 15% off for new or existing customers on their next purchase. So any customer; existing or new can get 15% off, just sign up for a newsletter and follow us on any social media account.
CAMPAIGN TYPE	Display

GOOGLE ADS CAMPAIGN GOAL	Sales
REMARKETING AUDIENCE DETAILS	Existing app users, customer/email list, subscribers for newsletter.
KPIs	I would evaluate progress or achievement of the goal through CTR, website visits, form completions

Section 2: Facebook Ads Manager Retargeting Campaign:

BRAND + INDUSTRY	**Brand:** The Cheesecake Factory Incorporated operates restaurants. The company produces cheesecakes and other baked products for its restaurants, international licensees, and third-party bakery customers, as well as external foodservice operators, retailers, and distributors. It owns and operates 294 restaurants throughout the United States and Canada under brands, including The Cheesecake Factory and North Italia; and a collection of Fox Restaurant Concepts, as well as 27 The Cheesecake Factory restaurants under licensing agreements internationally. The company was founded in 1972 and is headquartered in Calabasas, California. **Industry:** Restaurants
BUSINESS OBJECTIVE(S)	Increase return customers by 20% during Halloween month in the US.
CAMPAIGN SUMMARY	Facebook followers campaign will offer Halloween specials. I would offer a 20% discount for any Halloween collection products for Facebook group followers only. To get a discount you need to follow our group on Facebook.
CONVERSION FUNNEL STAGE(S)	Conversion and Re-engagement conversion funnel stages

THE TACTICS YOU WILL USE AND HOW THEY WILL SUPPORT YOUR OBJECTIVE.	It will increase existing customers' AOV and LTV. I would offer a 20% discount for any Halloween collection products for Facebook group followers only. Ta target audience social media regulars. It will increase Facebook group population and website visitors.
CAMPAIGN TYPE	Social(Facebook campaign)
FACEBOOK MARKETING OBJECTIVE	Objective for this campaign I would choose as the conversions.
RETARGETING AUDIENCE DETAILS	Retargeting audiences: people who currently like or follow Facebook page, people who engaged with Facebook page, people who visited Facebook page.
KPIs	I would evaluate progress or achievement of the goal through CTR, website visits, form completions, follows on Facebook group.