

POST ENGAGEMENT HERFERÐ

Target Audience: Open Targeting
 Budget: \$100
 Duration: 3-5 Days
 Goal: Social Proof - Engagement

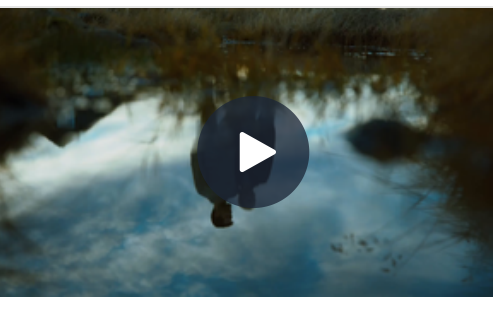
DESCRIPTION

- POST ENGAGEMENT HERFERÐ : Ödýr lönd(Pakistan/Indland/Bangladesh/P hilippines)
- Fókus á að safna Engagement á 3 myndbönd upprunalega.


HOW TO

Notum 3 myndbönd úr Other herferðinni sem hefur safnað mikið af engagement og keyrum það með Post ID á TOFU flokkinn í funnelnum. Gerum það til að koma inn í interest hópa með sterkt social proof. Sú traffik mun vera léleg en ef við möppum upp dagsetninguna sem við hættum og setjum upp markhópa út frá því til að views frá "ödýru löndunum" er ekki inni að þá getum við bætt við retargeting á views út frá interests adgroups til að nota í MOFU og verið þá með fókus á Traffik.


MAIN CAMPAIGN - TOFU



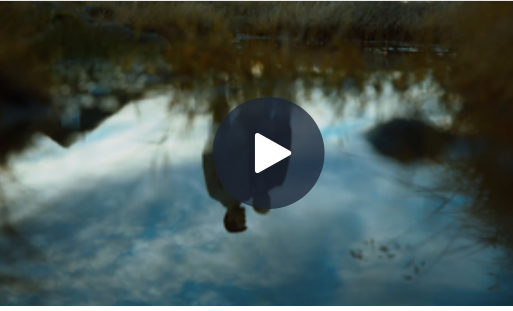
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Interests & Research


TOFU

Herferð 1: Interests - Video Views
 Naming : TOFU - History + Adventure - Video Views / Traffic
Objective: Video Views / Traffic
Budget: \$2000

Focus: Interests and other target audiences who are not familiar with Torfhús. Dip into new audiences with this campaign.

Adgroup 1 : History Enthusiasts

Adgroup 2 : Adventure Seekers

 CONTENT


TOFU

Herferð 2: Luxury + Couples
 Naming : TOFU - Luxury + Couples - Video Views / Traffic
Objective: Video Views / Traffic
Budget: \$2000

Focus: Couples, anniversary, luxury travelers (High-end)

Adgroup 1 : Couple retreat / Anniversary targeting

Adgroup 2 : Luxury Travelers

 CONTENT


MOFU

Herferð 3 : Remarketing & LLA
 Naming : MOFU - Remarketing & LLA - Traffic - Blogs
 Objective : Traffic
 Budget: \$1000

Fókus á Stillur og carousel

Adgroup 1 : Remarketing History Enthusiasts

Adgroup 2 : Remarketing Adventure Seekers

 BLOGS

MOFU

Herferð 4 : Remarketing & LLA
 Naming : MOFU - Remarketing & LLA - Conversions
 Objective : Conversion (ATC/IC)
 Budget: \$1000

Fókus á Stillur og carousel

Adgroup 1 : Couples Retreat / Anniversary Targeting

Adgroup 2 : Luxury Travellers

 CONTENT

MOFU

Herferð 5 : Remarketing & LLA
 Naming : MOFU - Remarketing & LLA - Conversions
 Objective : Conversion (ATC/IC)
 Budget: \$1000

Fókus á Stillur og carousel

- Retargeting frá Video Views frá TOFU
- Lookalike audiences (Website visitors) + (Social Engagers) + (Customer Lists)
- Website Visitors (30-180 days)


 CONTENT

BOFU

Herferð 2: High Intent Remarketing
 Objective : Conversion
 Budget: \$500

Samblanda af myndum og myndböndum.

Website Visitors Last 7 days
 Website Visitors Last 30 days (Excl. L7d)

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