SOCIAL MEDIA MARKETING FUNNEL

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"Blending Proven _Marketing Strategy_ with _New Technology_"

	Campaign Name	Acquisition/ Conversion		Campaign Name	Retargeting
Campaign Level	*Objective*	"Conversion" optimizing for "Purchase Event" **Turn on "Budget Optimization"**		*Objective*	"Conversion" or "Catalog" optimizing for "Purchase" (Catalog is best if you are selling products)
	Ad Set 1	LAL 1%- Top All Time Customers (Based on Website/ Personal List uploaded as Custom Audience)		*Ad Set 1*	"Add to Cart" last 3 days excluding "Purchase"
Ad Set Level	*Ad Set 2*	Interest Based targeting excluding Purchase (no more than 15 interest)		*Ad Set 2*	"Add to Cart" last 7 days excluding "Purchase"
	Ad Set 3	Past Engagers from Instagram and Facebook (could be video views/ page engagement) **Turn on "Automatic Placements" unless you only want to target Mobile Users**		*Ad Set 3*	"Add to Cart" last 15 days excluding "Purchase" **Turn on "Automatic Placements"**
Ad Level	*Ads*	Single Image Square Video + Vertical Video Carousel with Video + Images		*Ads*	Dynamic Ads Video Product Catalog
Redirect Page		Website			Website/ Product Page

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