

Sample Digital Marketing Campaign

Campaign Title:

Launch Campaign for X-Sound Wireless Headphones

Platform:

Facebook Ads (Meta Ads Manager)

Objective:

Sales Conversion (Website Purchases)

Target Audience:

Location: United States (main focus: New York, California, Texas, Florida)

Age: 20-40

Gender: All

Interests: Music, Tech Gadgets, Wireless Devices, Online Shopping

Device Use: Mobile Devices (iPhone & Android)

Language: English (US)

Ad Copy (Primary Text):

Upgrade Your Sound Experience!

Introducing X-Sound Wireless Headphones with Noise Cancellation & 20-Hour Battery

Limited Time: 30% OFF + Free Delivery Across the U.S.

Shop Now - Only on [example.com]

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Ad Creative Idea:

Visual: Modern product image showing a person using the headphones in a casual or gym setting.

Text on Image: '30% OFF - X-Sound Wireless Headphones'

Call-to-Action Button: 'Shop Now'

Budget:

Daily Budget: \$15

Duration: 10 Days

Estimated Reach: ~25,000 people

Optimization Goal: Website Conversions

Expected Results:

Click-Through Rate (CTR): 3-5%

Estimated Purchases: 100-150 units in 10 days

Notes:

- A/B Tested two creatives: Lifestyle image vs. Product close-up
- Retargeting audiences created for users who added to cart but didn't purchase
- Lookalike audience based on website purchasers