

Deli & Market



Step #1: Conversion Campaign

Overall Campaign Objective: *Increase Valentine's Day chocolate covered strawberry pre-orders*

Overall Campaign Strategy: *Exchange coupon for email & customer name*

Results/Tactics:

- *Increase Engagement*
- *Build Social Proof*
- *Create Similar Audiences*
- *Increase Page Likes and Follows*
- *Branding*
- *Increase Sales*

Joe's Meat Market
Media Group [?] · February 3 at 11:00 AM · 🌐

🍓 Presenting our legendary chocolate dipped strawberries!*


We begin with perfectly ripe strawberries, then we hand dip each juicy berry in our mouthwatering chocolate.
Perfect for your valentine!

❤️ \$2/each
🍓 \$19.95/dozen

* Pre-order today for easy pick-up on Valentine's Day!
Once they're gone, they're gone.

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📍 28 Main St, South Bound Brook, NJ
☎️ (732) 356-4557



8,827 People Reached 523 Engagements [Boost Post](#)

👍❤️ 289 15 Comments 24 Shares

Step #2: Retargeting Campaign

Overall Campaign Objective: *Retarget customers who interacted with page & didn't download or redeem voucher*

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Media Group [?] · February 3 at 11:00 AM · 🌐

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Insights/Analytics: Total Ads Created & Income Generated

Ad Name	Delivery	Results	Reach	Frequenc'	Cost per Result	Budget Ad Set	Amount Spent
 Strawberry Post - IG	Active	753 Post E...	5,783	1.62	\$0.07 Per Po...	\$5.00 Daily	\$51.94
 Strawberry Post - FB	Active	302 Post E...	2,970	1.97	\$0.17 Per Po...	\$5.00 Daily	\$52.21
>  Results from 2 ads ⓘ		1,055 Post En...	8,156 People	1.87 Per Person	\$0.10 Per Post...		\$104.15 Total Spent

Impressions: 8,827
Leads: 523
Cost Per Lead: \$0.10

Vouchers Claimed: 200
Total Campaign Spend: \$104.15
Income Generated: \$3,990
Avg Order: \$19.95