Paid Advertising Strategy Blueprint for E-Commerce

1. Objectives & KPIs

- Grow online sales
- Increase website traffic
- Boost brand awareness
- Key Performance Indicators (KPIs):
    - Return on Ad Spend (ROAS)
    - Cost Per Acquisition (CPA)
    - Click-through Rate (CTR)
    - Conversion Rate

2. Audience Targeting

- Demographics (age, gender, location)
- Interests and behaviors
- Custom & Lookalike Audiences
- Remarketing strategies

3. Channel Selection

1. Google Ads (Search, Shopping, Display)
2. Meta Ads (Facebook, Instagram)
3. TikTok Ads
4. Pinterest Ads
5. Other relevant platforms

4. Creative Strategy

- Ad format selection (image, video, carousel, etc.)
- Value proposition messaging
- Call-to-action optimization
- A/B testing creatives

5. Budget Allocation

- Overall monthly/quarterly ad budget
- Channel-specific allocation
- Campaign-level adjustment based on performance

6. Tracking & Optimization

- Website analytics integration (Google Analytics, Meta Pixel, etc.)

- Conversion tracking set up
- Regular performance review
- Optimization actions (bids, audience, creatives)

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7. Reporting

- Weekly/monthly reporting schedule
- KPI dashboards
- Actionable insights