**Social Advertising Brief**

## Please complete this brief for every social advertising campaign - no matter how big or small.

## Admin

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| **Campaign Originator:****School/faculty/research centre or subdivision** | Example School |
| **Requested by:****Team or individual Officer/Manager** | Greg Jones |
| **Requested Delivery Date:** **When the campaign is scheduled to begin** | 4/6/18 |
| **Further sign-off required?****Will this need to be approved by anyone after the campaign is set up or can this document be taken as confirmation of sign-off?** | No. |
| **Total Budget:****How much do you want to spend on this campaign and any relevant segmentation of this.** | £1000 |
| **Budget sign-off:** **Has the necessary budget sign-off paperwork been completed and filed?** | Yes. |

## Campaign Overview

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| **Overview of work:** **A brief outline of the campaign and what it will consist of.** | The campaign aims to attract prospective candidates to our June Open Day for Example Subject.It will consist of an image-based ad aimed at target demographics in Instagram and Facebook news feeds.I would like to run two variants of creative in an A/B test for one week and spend the remaining budget on the winning variant in week two. |
| **Background:****Any relevant background information, insights, key information and requirements.** | We know that this course attracts candidates mainly from London and the south-east.The gender ratio of applicants is 80/20 in favour of female.Research indicates they’re motivated to choose this subject by:Career prospectsPotential for overseas fieldworkModule flexibility |
| **Objectives:** **Identify key objectives for the campaign and their priority.** | Our primary objective is to generate sign-ups for the open day via click-throughs to our landing page and completion of the form on this page. |
| **Targets:** **What are the deliverables for this campaign? Will it be measured by (and do you want to optimise for) impressions, engagement (e.g. video plays) or clicks to a landing page?****Do you have any benchmarks for previous campaigns to build on? If relevant, how will conversions be measured?** | The primary target will be to generate open day sign ups, which will be measured by form completions. Can you set up a Google Analytics goal for the campaign, which will trigger when prospects are redirected to the ‘thank you’ page after completing the form? This is found at [www.example.manchester.ac.uk/thank-you](http://www.example.manchester.ac.uk/thank-you) For the same open day campaign last year, which ran with a £500 budget, we generated a total of 100 sign-ups using Facebook and Instagram ad sets.We’d therefore look to increase this to at least 200 sign-ups for this campaign.The ad budget should be optimised for traffic to website and link clicks. |
| **Target Audience:** **Primary/Secondary, types, groups, profiles, and any relevant insights into these audiences that are relevant for this campaign.****Should anyone be excluded from targeting?** | **Locations:** London, Brighton, Portsmouth, Kent, Oxford, Reading, Milton Keynes.**Age groups:** 16-18**Gender:** Female**Language:** English**Interests:** Cambridge University Durham University Oxford University Exeter University UCL HistoryHistory UncoveredNational History MuseumPeople’s History MuseumHistory TodayBBC History MagazineImperial War Musuem IWM northHistory UKHistory DailyManchester Histories**Exclude:**People who already like the Official University of Manchester Facebook page. |

## Campaign Particulars

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| **Campaign dates:****What dates will the campaign run to and from? Should advertising run all the time or on a particular schedule?** | Initial A/B set:4/6/18 - 11/6/18Winning variant12/6/18 - 19/6/18Ads should run all the time. |
| **Campaign channel(s):** **What channel or channels will the campaign take place on? Please include specifics (e.g. Facebook/Instagram newsfeed and mobile newsfeed, but not sidebar or instant articles).** | Facebook and Instagram newsfeeds only. |
| **Composition of adverts:****What kind of adverts do you want to run (e.g. Facebook image/video carousel, single image, video, etc).****Do you want ads restricted to certain devices?** | Single image (with variant creative for A/B test)No mobile device restriction. |
| **Details of creative:** **Is creative ready or pending? Please include download links to relevant assets or hyperlinks if you want to embed things like videos (n.b. Uploading video natively to platforms is always advised).****Details of image format/sizing for major social channels can be found** [**here**](https://sproutsocial.com/insights/social-media-image-sizes-guide/)**.****Details for video can be found** [**here**](https://sproutsocial.com/insights/social-media-video-specs-guide/)**.** | Image one: [www.wetransfer.com/exampleURL](http://www.wetransfer.com/exampleURL)Image two: [www.wetransfer.com/exampleURL2](http://www.wetransfer.com/exampleURL2) |
| **Ad headline, body copy and CTA:** **Please include details of all elements to be included in the advert. This will differ by the format/channel you’ve selected, so be sure to include all elements particular to this.****A guide to Facebook ad specifications can be found** [**here**](https://www.facebook.com/business/ads-guide/collection)**.****A guide to LinkedIn ad specifications can be found** [**here**](https://www.linkedin.com/help/lms/topics/8154/8155/ad-specs-guidelines?lang=en)**.** | Message: Come to our June Open Day for example subject at the University of Manchester.Headline: June Open Day: Example Subject @ ManchesterCall to action: Sign Up |
| **Budget deployment:** **How do you want to deploy the budget?** **This could be an even split across all days/weeks the campaign runs, an A/B test between two sets of creative or copy, or staggered bidding.** | Week 1: £250 for each variantSplit by daily budget: £35.7Week 2: £500 for winning variantSplit by daily budget: £71.4 |
| **Landing pages and destination URLs:** **If optimising for clicks, to what landing page should prospects be directed? Please include a URL with appropriate UTM.** | Destination URL /w UTM:[**https://www.example.manchester.ac.uk/?utm\_source=Facebook&utm\_medium=cpc&utm\_campaign=example\_subject\_OpenDay2018**](https://www.example.manchester.ac.uk/?utm_source=Facebook&utm_medium=cpc&utm_campaign=example_subject_OpenDay2018) |
| **Vanity URL:** **What the URL will be displayed as on the ads?** | [**www.manchester.ac.uk/example-subject**](http://www.manchester.ac.uk/example)  |
| **Any other details:****Any other details not covered above, including red flag issues of particular significance.**  |  |

## Post-campaign reporting

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| **Report details:****What figures would you like to be reported?** | ImpressionsCTRTotal ClicksTotal Conversions (form completions)Conversion rate |
| **Who should receive the report:** **Please include names****and email addresses.** | Greg Jones (greg.jones@manchester.ac.uk) |