**Social Advertising Brief**

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

## Admin

|  |  |
| --- | --- |
| **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

|  |  |
| --- | --- |
| **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 prospects  Potential for overseas fieldwork  Module 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 History  History Uncovered  National History Museum  People’s History Museum  History Today  BBC History Magazine  Imperial War Musuem  IWM north  History UK  History Daily  Manchester Histories  **Exclude:**  People who already like the Official University of Manchester Facebook page. |

## Campaign Particulars

|  |  |
| --- | --- |
| **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 - 11/6/18  Winning variant  12/6/18 - 19/6/18  Ads 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 @ Manchester    Call 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 variant    Split by daily budget: £35.7    Week 2: £500 for winning variant    Split 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

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