

Organifi® Media Plan 2020



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Media Plan Parameters

Objective:

- Execute media plan in the paid search and social space with a goal of obtaining 300% ROAS

Channels:

- Google & Facebook

Budget:

- \$50,000

Google Plan Overview

SEM Campaign Details

- 80% of monthly budget allocated to Google = \$40,000
- \$40,000 / 31 days of the month = \$1,290 daily budget

Goal

\$3,870 in sales / \$1,290 in ad spend x 100% = 300% ROAS

Ad Copy

- Utilize current top performing ad copy, with a daily budget of \$1,290 on a target ROAS bid strategy and \$5 CPC cap.
- Text ad: add snippets, callouts and call extensions to ad copy in order to drive more conversions. Also include promotional offer in headline.
- Shopping ad: add review ratings and promotions to all products and expand on product titles to better help with ranking and relevancy.

Targeting

- Use remarketing lists to retarget users who have previously converted and users who have abandoned their cart.
- Target in-market audiences: Beauty Products & Services, Sports & Fitness

Google Sample Ads

Text Ad

Ad • www.organifishop.com/ (714) 487 - 8587

Order Organifi Today - 10% Off Your Order

Made with whole food, organic ingredients and less than 3g of sugar, Organifi superfoods blends match convenience with taste. Find out about our special offers!

Types: Green Juice, Red Juice, Protein, Immunity, Chocolate.

Benefits & Results

Detoxify Your Body & Boost Immunity
Reduce Stress. Get Focus & Clarity.

Vanilla Protein

Daily multivitamin & 20 grams of protein in one delicious shake.

Best Green Drink

Coconut & Ashwagandha Infused
All Your Superfoods In One Glass

Sunrise to Sunset Bundle

Protect Your Immune System & Resist
Illness Morning, Noon, And Night.

Shopping Ads



Support Brain
Health & REM
Sleep - Superfood
Drink

\$125.92

Organifi

★★★★☆ (2k+)



Support Brain
Health & REM
Sleep - Superfood
Drink

\$125.92

Organifi

Special offer

Facebook Plan Overview

SMM Campaign Details

- 20% of monthly budget allocated to Facebook= \$10,000
- \$10,000 / 31 days of the month = \$322.58 daily budget

Goal

\$ 9,675 in sales / \$322.58 in ad spend x 100% = 300% ROAS

Ad Copy

- Create a highly unique and engaging Facebook ad with a daily budget of \$322.58.
- Ad will have a conversational headline and a strong CTA that is designed to drive sales.
- Ad photo will be eye catching, relatable and creative.

Targeting

- Use pixel data to target custom audiences.

Facebook Sample Ad



Organifi ✓
Sponsored · 🌐

"Namaste at home, sip my superfoods and practice self-care."
Enhance your self-care routine with our nutritious green drink.



ORGANIFISHOP.COM

Get 10% Off Your Order

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