

Campaign Framework Overview



→ MY GOAL

Increase home loan registrations of interest - first home buyers

→ CHOOSE YOUR FACEBOOK OBJECTIVE

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Product Catalogues
	- Post Engagement	Store Visits
	- Page Likes	
	- Event Responses	
	App Installs	
	Video Views	
	Lead Generation	

→ **WHAT GOES WHERE**

Campaign Name: Increase home loan registrations of interest - first home buyers		
Target Audience (Adset)	Men and Women 25-34, in locations with branches/agencies	Men and Women 25-34, in locations with branches/agencies
Daily Budget	\$5 then increase to \$20	\$5 then increase to \$20
Timeframe/Schedule	1 week then review	1 week then review
Placement	<p>Mobile News Feed</p> <p>Instagram</p> <p>Audience Network</p> <p>Messenger</p> <p>Desktop News Feed</p> <p>Desktop Right Column</p>	<p>Mobile News Feed</p> <p>Instagram</p> <p>Audience Network</p> <p>Messenger</p> <p>Desktop News Feed</p> <p>Desktop Right Column</p>
Ad Creative (Ad)		
New Advert or Page Post?	Single Image Ad	Single Image Ad
Image selection - upload/library, Image/Video		
Destination URL		http://yoururl.com.au
Display URL (optional)		
Text	Knowing when to take the next step with home ownership can be confusing. Let our team give you a call to talk through your options today.	Is it time for you to think about a home loan? If you're not sure where to start, leave your details and our local team will give you a call to walk through all your options.
Headline	Get the answers you need without the fuss	Start building your future, today

Facebook Frontier - Campaign Framework

News Feed Link Description	Register a call with the loans team at LoansRUs	Get a call with the loans team at LoansrUs.
Call to action button?	Learn More	Learn More