

Slide 1: Title Slide

- **Title:** *Using CPM Advertising to Build Brand Awareness*
 - **Subtitle:** Cost-Effective Strategies for Big and Small Brands
 - **Background Color:** Light Blue (#ADD8E6) with bold white title text
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Slide 2: What is CPM Advertising?

- **Header** (Big & Bold, Dark Blue): *Understanding CPM Advertising*
 - **Content:**
 - **Definition:** CPM (Cost Per Mille) charges advertisers per 1,000 impressions.
 - **Benefit:** Effective for reaching large audiences cost-efficiently.
 - **Visuals:** Icons representing dollar signs and graphs
 - **Text Color:** Navy (#000080) on a light background
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Slide 3: Why CPM Works for Big & Small Brands

- **Header** (Big & Bold, Dark Green): *Why CPM is Ideal for All Brands*
 - **Subpoints** (Black):
 - **Broad Reach:** CPM campaigns maximize visibility.
 - **Cost-Effectiveness:** Budget-friendly for small brands, scalable for larger brands.
 - **Engagement Boost:** Increases brand recognition efficiently.
 - **Text Color:** Dark Green (#006400), supporting text smaller in black
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Slide 4: Steps for Big Brands to Maximize CPM

- **Header** (Big & Bold, Dark Red): *CPM Strategies for Big Brands*
 - **Checklist** (Thick Border & Green Background):
 - Target High-Interest Audiences
 - Experiment with placements (Feed, Stories, Reels)
 - Use engaging visuals and interactive formats (e.g., polls)
 - Run seasonal campaigns for high relevance
 - **Background Color:** Dark Green (#004d00); checklist items in white
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Slide 5: Steps for Small Brands to Maximize CPM

- **Header** (Big & Bold, Dark Orange): *CPM Strategies for Small Brands*
 - **Checklist** (Thick Border & Yellow Background):
 - Define a Niche Audience
 - Prioritize mobile placements
 - Optimize ad creative for lower-budget campaigns
 - Track performance regularly to adjust as needed
 - **Background Color:** Light Yellow (#FFFFE0); checklist items in black
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Slide 6: Best Practices for All Brands

- **Header** (Big & Bold, Dark Purple): *Universal CPM Tips*
- **Table** (Adaptable, Borders):

Practice	Description	CTA
High-Quality Visuals	Use sharp, engaging images	"Choose top visual assets"
Clear Messaging	Ensure short, impactful copy	"Keep it direct"

Test Regularly	Adjust creative and audience	"Set A/B tests every campaign"
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- **Background:** Light Gray (#D3D3D3) with bold borders around cells
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Slide 7: Measuring Success & Optimizing CPM

- **Header** (Big & Bold, Dark Blue): *Tracking & Optimizing CPM Performance*
 - **Content** (Black):
 - **Metrics to Track:** Impressions, reach, CTR (click-through rate)
 - **Regular Adjustments:** Refine target, creative, and placements
 - **Callout** (Bold, Dark Red): *Pro Tip: Analyze past performance to plan future budget allocations.*
 - **Text Color:** Dark Red (#8B0000) for emphasis
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Slide 8: Summary & Next Steps

- **Header** (Big & Bold, Dark Green): *Maximize Your CPM Strategy*
 - **Checklist** (Thick Border & Blue Background):
 - Choose audience with intent
 - Create high-quality, engaging ads
 - Monitor and adjust regularly
 - Scale up successful campaigns
 - **Free Download Gift:** Link for "Top CPM Tips" downloadable gift for audience
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