

Slide 1: Checklist for Maximizing Social Ads and Influencer Campaigns

Section Title: Strategy Alignment

- Define clear goals for paid promotions (e.g., brand awareness, conversions).
 - Identify platforms where your target audience spends the most time (e.g., Instagram, YouTube).
 - Research competitors' paid promotion strategies to find gaps.
-

Slide 2: Running Social Ads

Checklist (With Thick Borders)

Task	Status
<input type="checkbox"/> Optimize ad visuals for target audience preferences	● Good
A/B test ad creatives and formats	● PENDING
<input checked="" type="checkbox"/> Use platform-specific features (e.g., Instagram Reels, YouTube Shorts)	● Good

Slide 3: Influencer Campaigns

Checklist

- Identify niche influencers who align with your brand values.
- Provide influencers with a clear campaign brief and deliverables.

- Track influencer posts for engagement metrics (likes, shares, comments).
-

Slide 4: Measuring What Works and What Doesn't

Table

Strategy	Performance	Action Needed
High-frequency Instagram ads	● Working Well	Scale budget
YouTube product placements	● Not Delivering	Adjust script and focus
TikTok influencer content	● Moderate Results	Optimize timing

Slide 5: Tips for Progress

- 💡 Regularly review campaign analytics and pivot strategies where needed. Set aside a portion of the budget for experimenting with new ad types.
 - 💡 Stay updated on platform algorithm changes.
-

Slide 6: CTA and Implementation Timeline

- Start today by creating your first optimized ad or influencer brief!
 - Progress tracking ensures that your investment leads to meaningful ROI.
-