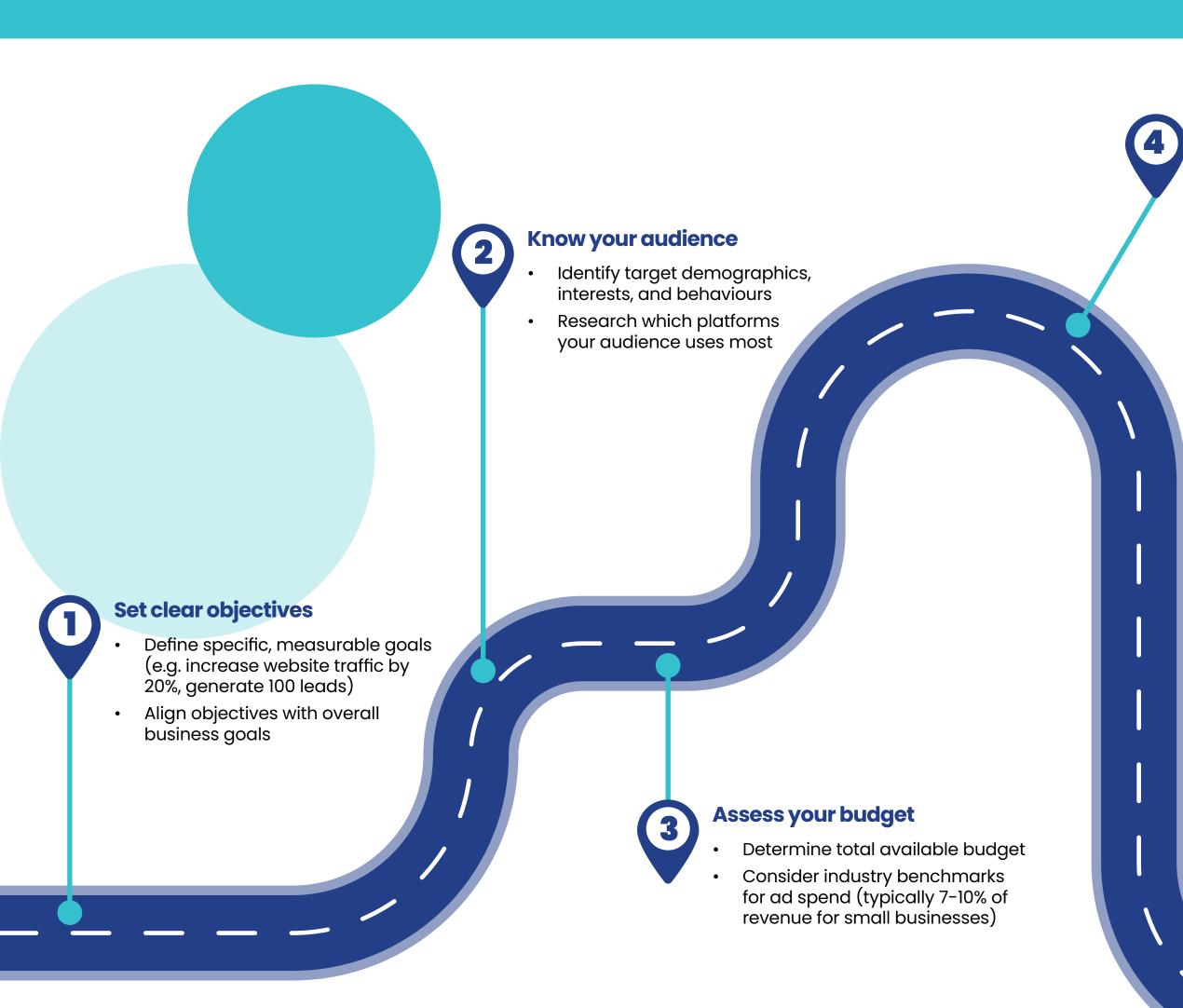


GUIDE TO AD CAMPAIGN SPEND

Use this resource to help figure out budget ad campaign spend across Google and social media platforms.



Allocate budget across platforms

Google Ads:

- Minimum daily budget: \$0.01
- Recommended starting budget: 5-10x your target cost per acquisition (CPA)

Social media platforms:

- Facebook/Instagram: Minimum daily budget \$1.00
- Twitter: Minimum daily budget \$0.01
- LinkedIn: Minimum daily budget \$10.00

Tip: Start with a conservative budget and increase gradually based on performance.

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Monitor and optimise

- Track performance regularly
- Adjust budget allocation based on results
- A/B test ad creatives and targeting

Remember: Ad performance can vary by industry, season, and market conditions. Monitor and adjust your strategy regularly.



Calculate key metrics

- Cost per click (CPC)
- Click-through rate (CTR)
- Conversion rate
- Return on ad spend (ROAS)

Quick budget calculation example:

- 1. Monthly revenue: \$50,000
- 2. Ad budget (8% of revenue): \$4,000
- 3. Allocation:
- Google Ads: 50% (\$2,000)
- Facebook/Instagram: 30% (\$1,200)
- LinkedIn: 20% (\$800)