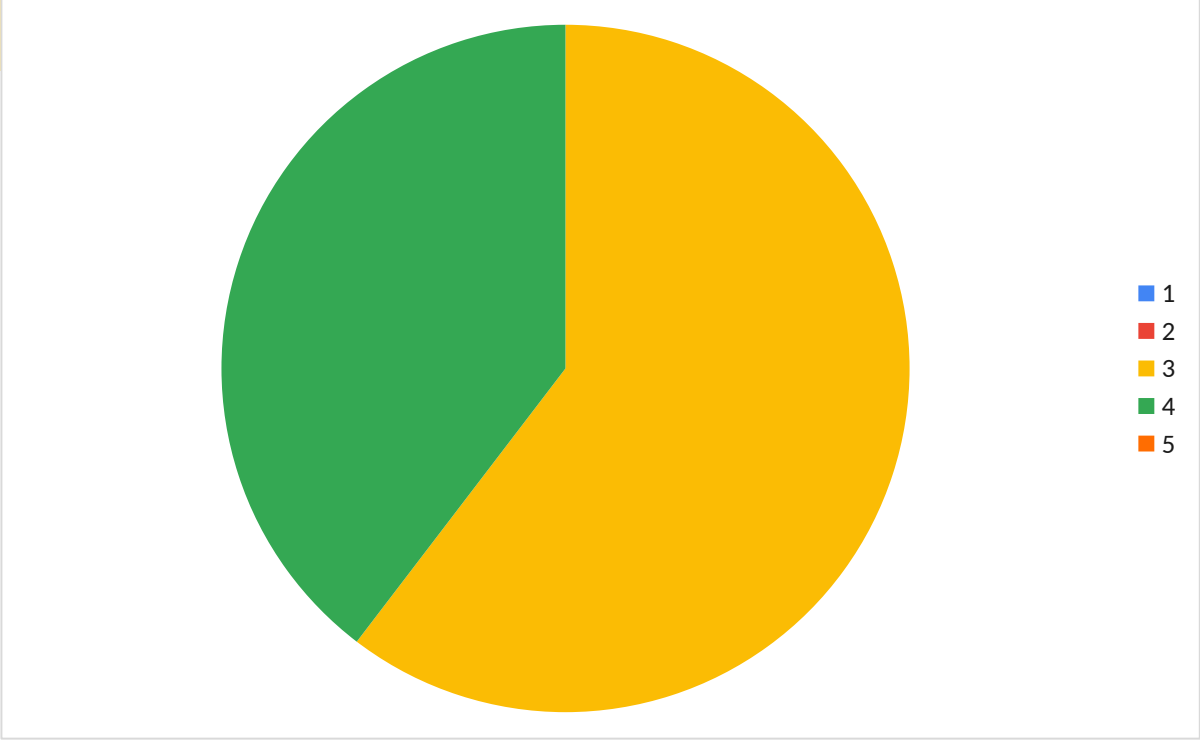


Mira Sansone - Virgini

CATEGORY	Monthly budget	% of monthly budget	Yearly budget	December		
				Week 1	Week 2	Week 3
Facebook	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00
Twitter	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00
Instagram	\$1,792.00	60.38%	\$21,504.00	\$448.00	\$448.00	\$448.00
TikTok	\$1,176.00	39.62%	\$14,112.00	\$364.00	\$224.00	\$364.00
YouTube	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00		\$0.00			
	\$0.00		\$0.00			
	\$0.00		\$0.00			
	\$0.00		\$0.00			
	\$0.00		\$0.00			
	\$0.00		\$0.00			
TOTALS	\$2,968.00		\$35,616.00	\$812.00	\$672.00	\$812.00

Strategy: Prioritize Instagram for visual player/community storytelling and TikTok for short-form discovery / connection



Facebook spending budget

		Week 1		Week 1		Week 2
Product	Objective	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure
Image - Feed					0	
Video - Feed					0	
Image - Story					0	
Video - Story					0	
Carosel					0	
Collection					0	
Totals				0	0	

Product	CPM	CPC	CPA	
Image - Feed		\$8	\$10	\$25
Video - Feed		\$12	\$15	\$30
Image - Story		\$8	\$10	\$25
Video - Story		\$12	\$15	\$30
Carosel		\$15	\$19	\$49
Collection		\$15	\$19	\$49

Week 2	Week 2		Week 3		Week 3	
Units to purchase	Daily spend	Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend
		0				0
		0				0
		0				0
		0				0
		0				0
		0				0
	0	0			0	0

Week 4		Week 4		Totals	
Price structure	Units to purchase	Daily spend	Weekly spend	Average weekly spend by product	Total montly spend
			0	0	0
			0	0	0
			0	0	0
			0	0	0
			0	0	0
			0	0	0
			0	0	0
		0	0	0	0

These averages
and sums will
also calculate

This final sum
for the month

X spend

		Week 1		Week 1	
Product	Objective	Price structure	Units to purchase	Daily spend	Weekly spend
Promoted ads - Image					0
Promoted ads - Video					0
Amplify - Sponsorship					0
Amplify - Pre-roll					0
Follower ads					0
Twitter takeover					0
Totals			0	0	0

Product	CPM	CPC	CPA	
Promoted ads - Image		\$8	\$10	\$25
Promoted ads - Video		\$12	\$15	\$30
Amplify - Sponsorship		\$8	\$10	\$25
Amplify - Pre-roll		\$12	\$15	\$30
Follower ads		\$15	\$19	\$49
Twitter takeover		\$50	\$70	\$100

Week 2			Week 3		
Units to purchase		Weekly spend		Units to purchase	
Price structure		Daily spend		Price structure	Daily spend
			0		
			0		
			0		
			0		
			0		
			0		
			0		
	0	0	0		0

Week 3	Week 4		Week 4		Totals	
Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Average weekly spend by product	Total montly spend
0				0	0	0
0				0	0	0
0				0	0	0
0				0	0	0
0				0	0	0
0				0	0	0
0		0	0	0	0	0

These averages
 and sums will
 also calculate

This final sum
 for the month

Instagram spend

		Week 1		Week 1		Week 2
Product	Objective	Price structure	Units to purchase	Daily spend	Weekly spend	Price structure
Image - Feed					0	
Video - Feed	Brand awareness	CPM	3	36	252	CPM
Image - Story	Brand awareness	CPM	2	16	112	CPM
Video - Story	Engagement / a	CPM	1	12	84	CPM
Carousel					0	
Explore					0	
Totals				64	448	

Product	CPM	CPC	CPA
Image - Feed	\$8	\$10	\$25
Video - Feed	\$12	\$15	\$30
Image - Story	\$8	\$10	\$25
Video - Story	\$12	\$15	\$30
Carousel	\$15	\$19	\$49
Explore	\$15	\$19	\$49

Week 2			Week 3			
Units to purchase	Week 2		Price structure	Units to purchase	Week 3	
	Daily spend	Weekly spend			Daily spend	Weekly spend
		0				0
3	36	252 CPM	3	36	252	
2	16	112 CPM	2	16	112	
1	12	84 CPM	1	12	84	
		0			0	
		0			0	
6	64	448	6	64	448	

Week 4		Week 4		Totals	
Price structure	Units to purchase	Daily spend	Weekly spend	Average weekly spend by product	Total montly spend
			0	0	0
CPM	3	36	252	252	1008
CPM	2	16	112	112	448
CPM	1	12	84	84	336
			0	0	0
			0	0	0
	6	64	448	448	1792

These averages
and sums will
also calculate

This final sum
for the month

TikTok spend

				Week 1	
				Week 1	
Product	Objective	Price structure	Units to purchase	Daily spend	Weekly spend
In-feed video	Brand awareness	CPM	4	32	224
TopView video	Engagement / tr	CPC	1	20	140
Brand hashtag					0
Brand takeover					0
Branded hashtag challenge					0
Totals				52	364

Product	CPM	CPC	CPA
In-feed video	\$8	\$10	\$25
TopView video	\$15	\$20	\$40
Brand hashtag	\$15	\$20	\$40
Brand takeover	\$30	\$50	\$100
Branded hashtag challenge	\$45	\$90	\$150

Week 2			Week 2			Week 3			Week 4		
Units to purchase			Daily spend		Weekly spend	Units to purchase			Daily spend		Weekly spend
Price structure						Price structure					
CPM		4		32	224	CPM		4		32	224
						CPC		1		20	200
		4		32	224			4		52	416

Week 3	Week 4		Week 4		Totals	
Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Average weekly spend by product	Total montly spend
224	CPM	4	32	224	224	896
140				0	70	280
0				0	0	0
0				0	0	0
0				0	0	0
0				0	0	0
364		4	32	224	294	1176

These averages and sums will also calculate

This final sum for the month go

YouTube spending budget

		Week 1		Week 1	
Product	Objective	Price structure	Units to purchase	Daily spend	Weekly spend
Skippable in-stream ads					0
Non-skippable in-stream ads					0
Bumper ads					0
Video discovery ads					0
Masthead ads					0
Sponsored cards					0
Totals			0	0	0

Product	CPM	CPC	CPA	
Skippable in-stream ads		\$8	\$10	\$25
Non-skippable in-stream ads		\$12	\$15	\$30
Bumper ads		\$12	\$15	\$25
Video discovery ads		\$15	\$18	\$30
Masthead ads		\$45	\$75	\$99
Sponsored cards		\$15	\$19	\$30

Week 2			Week 3		
Units to purchase		Weekly spend		Units to purchase	
Price structure		Daily spend		Price structure	Daily spend
			0		
			0		
			0		
			0		
			0		
			0		
			0		
	0	0	0	0	0

Week 3	Week 4		Week 4		Totals	
Weekly spend	Price structure	Units to purchase	Daily spend	Weekly spend	Average weekly spend by product	Total montly spend
0				0	0	0
0				0	0	0
0				0	0	0
0				0	0	0
0				0	0	0
0				0	0	0
0		0	0	0	0	0

These averages
 and sums will
 also calculate

This final sum
 for the month