

ADVERTISING CAMPAIGN PERFORMANCE: WORST-CASE FORECAST

PESSIMISTIC SCENARIO BASED ON ELEVATED META ADS METRICS IN ARMENIA

1. MONTHLY ADVERTISING BUDGET ALLOCATION

- **Daily Total Budget:** \$25 USD
- **Monthly Total Budget:** \$750 USD (30-day cycle)
- **Strategic Budget Allocation by Objective:**
 - **Page Growth / Followers (Engagement - Followers):** \$5 USD daily (\$150 USD monthly)
 - **Website Traffic / Page Views (Traffic - Website Clicks):** \$5 USD daily (\$150 USD monthly)
 - **Graphic Visuals / Direct Calls (Traffic - Calls):** \$5 USD daily (\$150 USD monthly)
 - **Video Reels / Traffic to Messengers (Traffic - Messages):** \$10 USD daily (\$300 USD monthly)

2. WORST-CASE PERFORMANCE FORECAST BY OBJECTIVE

A. Page Follower Acquisition (Daily \$5 / Monthly \$150)

- **Objective:** Drive consistent growth of organic followers (Page Likes / Followers) across official Facebook and Instagram pages.
- **Worst-Case Media Buying Metrics in Armenia:**
 - CPM (Cost per 1,000 Impressions): \$1.00 USD (highest threshold under intense market competition)
 - CPF (Cost per Follower): \$0.20 USD (calculated assuming passive audience engagement)
- **Pessimistic Performance Forecast (Monthly):**
 - Total Impressions: 150,000
 - Net New Followers: **750 followers** (combined across both platforms)

B. Website Traffic Promotion (Daily \$5 / Monthly \$150)

- **Objective:** Drive targeted traffic to the client's official website (Website Clicks / Landing Page Views) using 1 or 2 structured thematic image banners.
- **Worst-Case Media Buying Metrics in Armenia:**
 - CPM (Cost per 1,000 Impressions): \$0.85 USD (standard baseline for website traffic campaigns)
 - CPC (Cost per Link Click): \$0.10 USD (calculated under a low CTR scenario)
- **Pessimistic Performance Forecast (Monthly):**
 - Total Impressions: 176,470
 - Total Verified Website Visits (Link Clicks): **1,500 visits**

C. Graphic Poster Promotion: Direct Calls (Daily \$5 / Monthly \$150)

- **Objective:** Promote a static graphic post utilizing the Traffic objective, optimized with a direct "Call Now" button linking straight to the client's mobile phone number.
- **Worst-Case Media Buying Metrics in Armenia:**
 - CPM (Cost per 1,000 Impressions): \$0.95 USD (standard rate for call-optimization delivery)
 - Cost per Call Click: \$1.80 USD (calculated assuming intense market or sector saturation)
- **Pessimistic Performance Forecast (Monthly):**
 - Total Impressions: 157,894
 - Total Inbound Calls / Click-to-Call Actions: **83 calls** throughout the month

D. Video Reels Promotion: Traffic to Messengers (Daily \$10 / Monthly \$300)

- **Objective:** Deploy compiled Video Reels utilizing the Traffic objective, optimized with Messenger, Instagram Direct, and WhatsApp redirection links to generate inbound inquiries.
- **Worst-Case Media Buying Metrics in Armenia:**
 - CPM (Cost per 1,000 Impressions): \$0.90 USD (standard baseline for short-form video assets)
 - CPC (Cost per Link Click): \$0.12 USD
 - Click-to-Chat Conversion Rate: 15% (pessimistic metric where 85% of users click the button but abandon before sending a message)
- **Pessimistic Performance Forecast (Monthly):**
 - Total Impressions: 333,333
 - Total Link Clicks: 2,500
 - Total Inbound Inquiries/Messages: **375 messages** throughout the month

3. COMPREHENSIVE MONTHLY PERFORMANCE SUMMARY (\$750 BUDGET)

Even when factoring in the highest market pricing, maximum ad fatigue, and minimal audience responsiveness within the Armenian market, your dedicated \$750 USD budget will yield the following minimum baseline results:

- **Total Advertising Impressions:** 817,697 impressions nationwide.
- **Total Audience Growth:** 750 new targeted followers.
- **Total Verified Website Traffic:** 1,500 real user visits.
- **Direct Inbound Business Calls:** 83 phone calls directly from the ad.
- **Total Inbound Leads / Inquiries:** **375 messages** generated from traffic-optimized Reels.

** Strategic Note: On a daily basis, the system will reliably generate an average of 12 to 13 inbound messages and 2 to 3 direct phone calls. Transitioning these active leads into finalized revenue/conversions depends strictly on the efficiency and closing rate of your internal Sales Department.*

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