

ADVERTISING CAMPAIGN PERFORMANCE: WORST-CASE FORECAST

PESSIMISTIC SCENARIO (1500\$ BUDGET)



1. MONTHLY ADVERTISING BUDGET ALLOCATION

- **Daily Total Budget:** \$50 USD
- **Monthly Total Budget:** \$1,500 USD (30-day cycle)
- **Strategic Budget Allocation by Objective:**
 - **Page Growth / Followers:** \$7 USD daily (\$210 USD monthly)
 - **Instagram Post / Messages:** \$3 USD daily (\$90 USD monthly)
 - **Website Traffic:** \$10 USD daily (\$300 USD monthly)
 - **Video Reels / Messenger Inquiries:** \$25 USD daily (\$750 USD monthly)
 - **Video Reels / Direct Calls:** \$5 USD daily (\$150 USD monthly)

2. DETAILED PERFORMANCE FORECAST (PESSIMISTIC SCENARIO)

A. Page Follower Acquisition (Daily \$7 / Monthly \$210)

Worst-Case Results: 210,000 impressions, **1,050 new targeted followers.**

B. Instagram Post / Messages (Daily \$3 / Monthly \$90)

Worst-Case Results: 90,000 impressions, 600 link clicks, **90 direct inquiries.**

C. Website Traffic Promotion (Daily \$10 / Monthly \$300)

Worst-Case Results: 352,941 impressions, **3,000 real website visits.**

D. Video Reels / Messenger Inquiries (Daily \$25 / Monthly \$750)

Worst-Case Results: 833,333 impressions, 6,250 link clicks, **937 high-quality leads.**

E. Video Reels / Direct Calls (Daily \$5 / Monthly \$150)

Worst-Case Results: 157,894 impressions, **83 confirmed inbound calls.**

3. SUMMARY AND STRATEGIC RECOMMENDATIONS

With a total monthly budget of \$1,500, the campaign will deliver a robust digital footprint of **1,644,168 total monthly impressions.**

Monthly KPI Totals:

- **Total New Followers:** 1,050
- **Website Visits:** 3,000
- **Inbound Phone Calls:** 83
- **Total Inbound Messages:** 1,027

** Critical Advisory: Speed-to-lead is your primary conversion variable. You can expect an average of 34-35 incoming messages daily.*

OGNAKAN MARKETING LLC

THERE IS A PROBLEM, THERE IS A SOLUTION.