

ADVERTISING CAMPAIGN PERFORMANCE: WORST-CASE FORECAST

PESSIMISTIC SCENARIO BASED ON CURRENT META ADS METRICS IN ARMENIA



1. MONTHLY ADVERTISING BUDGET ALLOCATION

- **Daily Total Budget:** \$20 USD
- **Monthly Total Budget:** \$600 USD (30-day cycle)
- **Strategic Budget Allocation by Objective:**
 - **Page Growth / Followers (Engagement - Followers):** \$3 USD daily (\$90 USD monthly)
 - **Graphic Visuals / Inbound Leads (Engagement - Messages):** \$7 USD daily (\$210 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 \$3 / Monthly \$90)

- **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: 90,000
 - Net New Followers: **450 followers** (combined across both platforms)

B. Graphic Poster Promotion: Inbound Messages (Daily \$7 / Monthly \$210)

- **Objective:** Boost 2 existing static graphic posts using the Engagement objective, optimized with Messenger, Instagram Direct, and WhatsApp call-to-action buttons.
- **Worst-Case Media Buying Metrics in Armenia:**
 - CPM (Cost per 1,000 Impressions): \$1.20 USD (premium ad delivery rate for the Messages sub-objective)
 - Cost per Messaging Conversation: \$3.50 USD (calculated assuming creative exhaustion or extreme sector saturation)
- **Pessimistic Performance Forecast (Monthly):**
 - Total Impressions: 175,000
 - Total Inbound Inquiries/Messages: **60 messages** throughout the month.

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

- **Objective:** Deploy 2 compiled Video Reels within a single Ad Set, utilizing the Traffic objective optimized with Messenger, Instagram Direct, and WhatsApp redirection links.
- **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 (WORST-CASE SCENARIO)

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

- **Total Advertising Impressions:** 598,333 impressions nationwide.
- **Total Audience Growth:** 450 new targeted followers.
- **Total Inbound Leads / Inquiries: 435 messages** (60 messages from static visuals + 375 messages from traffic-optimized Reels).

** Strategic Note: The system will generate a baseline average of 14 to 15 inbound customer inquiries daily. Transitioning these potential leads into finalized revenue/conversions depends strictly on the efficiency and closing rate of your internal Sales Department.*

OGNAKAN MARKETING LLC

THERE IS A PROBLEM, THERE IS A SOLUTION.