

Campaign Planning, Execution & Performance Responsibilities

Monthly Advertising Strategy & Planning

Prepare and submit a comprehensive advertising strategy and media distribution plan at the beginning of each month.

The monthly plan must include:

Campaign objectives and KPIs

Budget allocation across campaigns and audiences

Funnel strategy (Awareness, Consideration, Lead Generation, Retargeting)

Creative testing roadmap

Audience segmentation strategy

Scaling and optimization plan

Estimated lead volume and target CPL/CPA

Review the previous month's performance, identify key insights, and incorporate improvements into the new monthly strategy.

Cross-Functional Collaboration

Work closely with the Content and Video Editing teams to ensure all advertising assets are delivered on schedule.

Prepare detailed creative briefs outlining campaign objectives, target audiences, messaging, formats, hooks, and calls-to-action.

Coordinate production timelines to ensure campaigns launch according to schedule.

Continuously provide feedback based on advertising performance to improve future creative output.

Daily Campaign Management

Launch, monitor, and optimize all Meta advertising campaigns on a daily basis.

Continuously analyze campaign performance and make data-driven adjustments to improve efficiency.

Monitor key metrics including:

CPL

CPA

CPC

CPM

CTR

Frequency

Conversion Rate

ROAS (where applicable)

Reallocate budgets, pause underperforming ads, scale winning campaigns, and continuously test new audiences, creatives, placements, and bidding strategies.

Daily Reporting

Submit a daily advertising performance report before the end of each business day based on the **New York (EST/EDT)** time zone.

Reports should include:

Campaign spend

Leads generated

Cost per lead

Campaign performance summary

Optimization actions completed

Issues encountered

Planned actions for the following day

Weekly Performance Optimization

Conduct a comprehensive performance review every week.

Evaluate campaign performance against KPIs and identify areas for improvement.

Implement optimization strategies based on weekly performance data, including budget redistribution, creative refreshes, audience adjustments, and scaling opportunities.

Present recommendations to improve advertising efficiency for the following week.

Monthly Performance Review

Prepare and submit a comprehensive monthly advertising report at the end of each month.

The report should include:

Overall advertising performance

Budget utilization

Lead quality analysis

KPI achievement

Successful and unsuccessful campaigns

Key learnings and optimization insights

Challenges encountered

Recommendations for future improvements

Submit a detailed advertising strategy and execution plan for the following month alongside the monthly report.

Accountability

Take full ownership of advertising performance and budget utilization.

Be responsible for ensuring advertising budgets are allocated efficiently to maximize lead quality and return on investment.

Proactively identify and resolve performance issues before they significantly impact campaign results.

Provide clear explanations and actionable recovery plans whenever campaign performance falls below agreed KPIs.

Maintain a high standard of campaign management through continuous optimization, testing, and performance improvement.