



# Living Elixirs & Oils

  @livingelixirsandoils

# Executive Summary

## Client

Living Elixirs & Oils is a safe place to learn about essential oils' use and properties. They target young mothers, mothers-to-be, mothers of mothers, and those who know mothers; with babies and children up to 5 years.

## Task

1. Increase awareness through paid social media campaign.
2. Discover ideal channel mix for future paid social media campaigns.

## Recommendations

1. Prioritise IG over FB for initial awareness building.
2. Use IG to drive users to FB for better conversion rates.

## Results

Reached 4,000+ users daily per Ad on average for a CPM of S\$ 2.90 and 16% engagement rate.

# Social Media Assets



**Living Elixirs & Oils**  
@livingelixirsandoils · Health/Beauty

Send Message

Home Reviews Photos Shop More

Liked

**About** See All

Singapore, Singapore

Create Post

Photo/Video Check In Tag Friends

Living Elixirs & Oils 10h

Inhaling essential oils is easy to do amidst your busy schedule.

1 A safe place to learn about essential oils' use and properties. We're here to serve young mothers, mothers-to-be, mothers of mothers, and those who kn... See More

115 people like this including 2 of your friends

115 people follow this

Send Message

livingelixirsandoils@gmail.com

Always Open

Health/Beauty

livingelixirsandoils

Like Comment Share



Instagram

livingelixirsandoils Message

10 posts 5 followers 2 following

Living Elixirs & Oils Health/Beauty

A safe place to learn about essential oils. It's for all the mothers who live out their lives with babies and children up to 5 years. [www.facebook.com/livingelixirsandoils](http://www.facebook.com/livingelixirsandoils)

Followed by wad7, bynet\_sky, and asandisecartize

POSTS TAGGED

More Tips for Better Sleep

Do not ingest children after 12pm

Eat within an hour of bedtime

Use a fan to cool the room

Establish a bedtime ritual

GERMAN CHAMOMILE

Inhaling Young Living Essential Oils

Easily applied to a basic daily routine that produces potential benefits.

Place a drop of essential oil on one palm

Rub it with the other palm

Cup both hands over the mouth and nose

Inhale deeply

YOUNG LIVING BEDTIME CHAMOMILE

Reduce menstrual pain

Soothe muscle aches

Reduce inflammation

Promote sleep

Help relaxation

Medical-Grade Tincture

Caring and Rubbing

Like Comment Share

# Social Media Assets

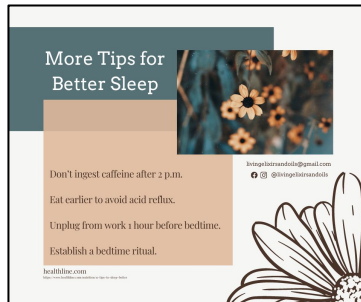


Event specific posts (Singapore National Day Special)

How to guides



Addressing pain points



# FB and IG Targeting

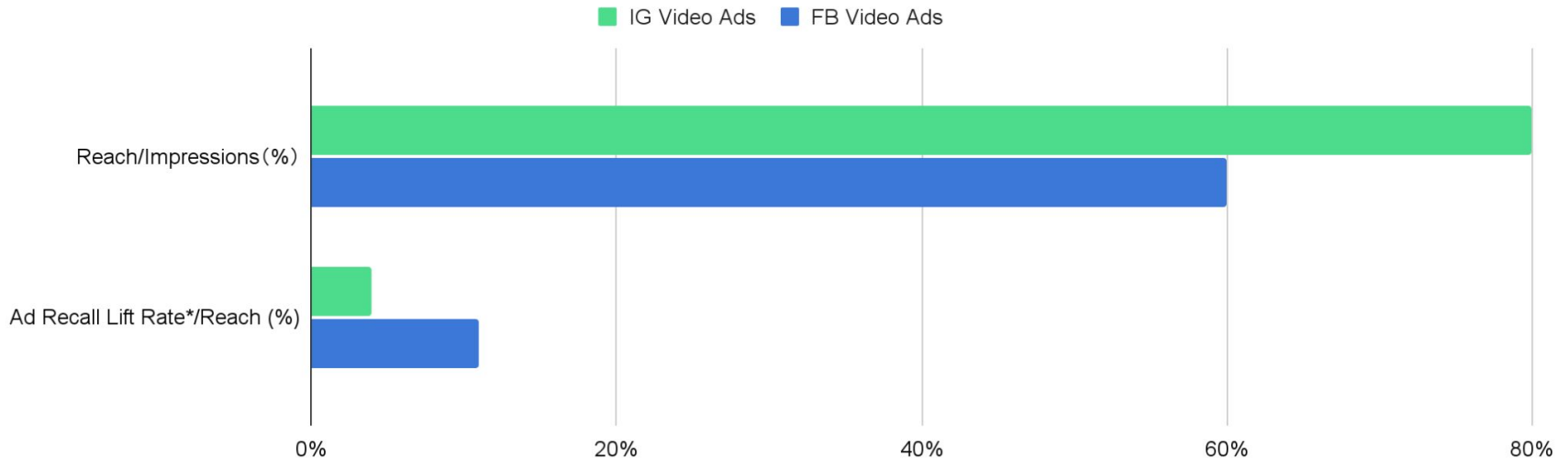
|                                     |  |
|-------------------------------------|--|
| <b>Location</b>                     | Singapore  |
| <b>Age</b>                          | 25-35  |
| <b>Gender</b>                       | Female   |
| <b>People Who Match (Interests)</b> | Sleep, Stress management, Insomnia, Stress Relief, Health & Wellness, Working Mother, Child care, Healing, Aromatherapy, Toddler, Babies To Toddlers, Essential oil, Lifestyle, Stress Free Living, Self-healing, Positive Parenting: Toddlers and Beyond or Wellness Mama, Parents: Parents with toddlers (01-02 years) |

# Budget and Operations

| <b>Platforms</b>                    | <b>FB</b>   | <b>IG</b>                           |
|-------------------------------------|---|-------------------------------------|
| <b>Proportion Spend</b>             | 34%   | 66%                                 |
| <b>Daily Spend</b>                  | SGD 22.00   | SGD 43.00                           |
| <b>Optimization for Ad Delivery</b> | Ad Recall Lift  | Ad Recall Lift                      |
| <b>Feeds</b>                        | Facebook News Feeds<br>Facebook Video Feeds                                       | Instagram Feed<br>Instagram Explore |
| <b>Stories and Reels</b>            | Facebook Stories  | Instagram Stories                   |
| <b>Others</b>                       | Facebook In-Stream Videos<br>Facebook Search Results<br>Facebook Instant Articles | Instagram In-Stream Videos          |

# IG Ads is more effective in reaching the targeted audience than FB Ads

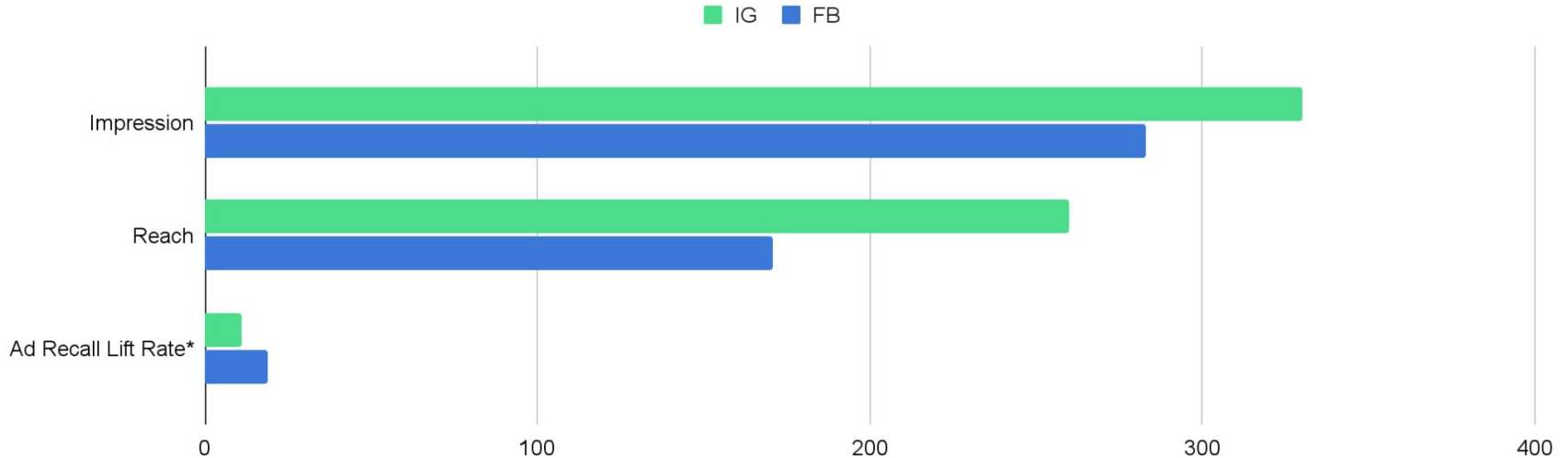
## Reach Analysis



\* The estimated ad recall lift (people) metric shows how many people we estimate would remember seeing your ad if we asked them within two days.

# FB is less costly than IG for achieving Ad Recall but more costly for reach and impressions.

KPI Achieved per Dollar Spent

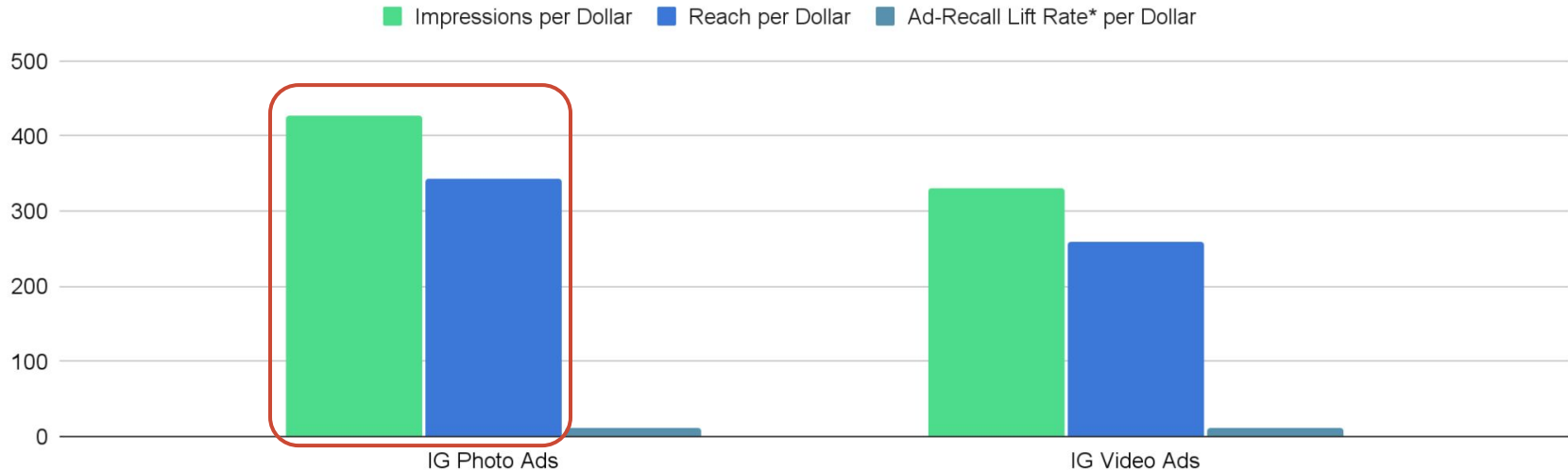


\* The estimated ad recall lift (people) metric shows how many people we estimate would remember seeing your ad if we asked them within two days.



# IG Photo Ads are more cost effective than IG video Ads in achieving impressions and reach

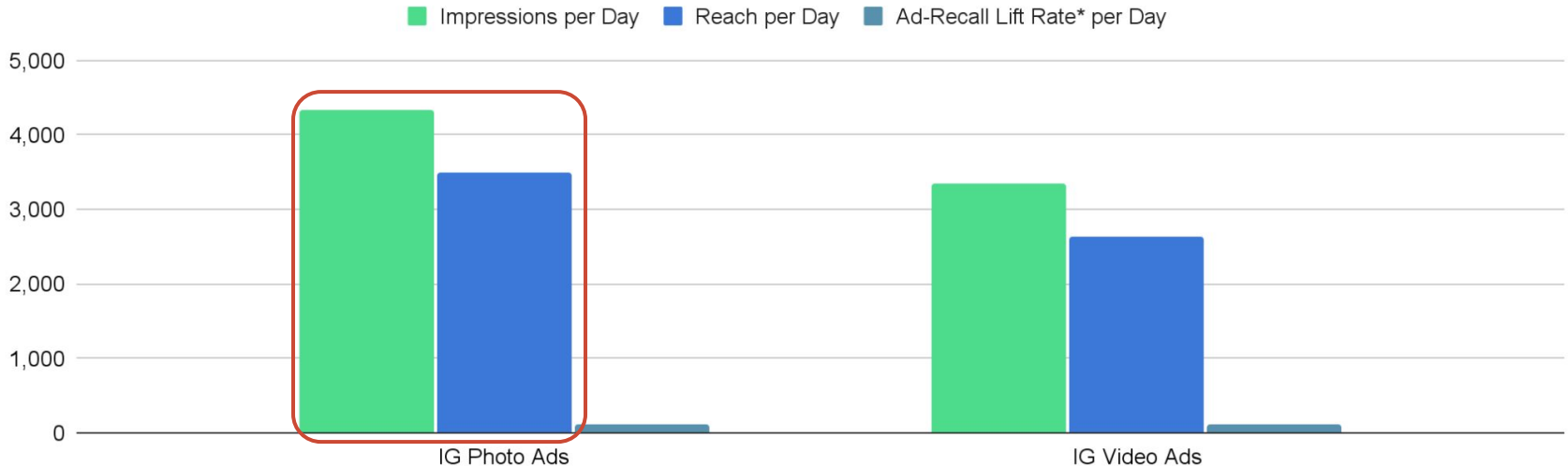
Results per Dollar (IG Photo vs IG Video)



\* The estimated ad recall lift (people) metric shows how many people we estimate would remember seeing your ad if we asked them within two days.

# IG Photo Ads bring in more impressions and reach than IG Video Ads.

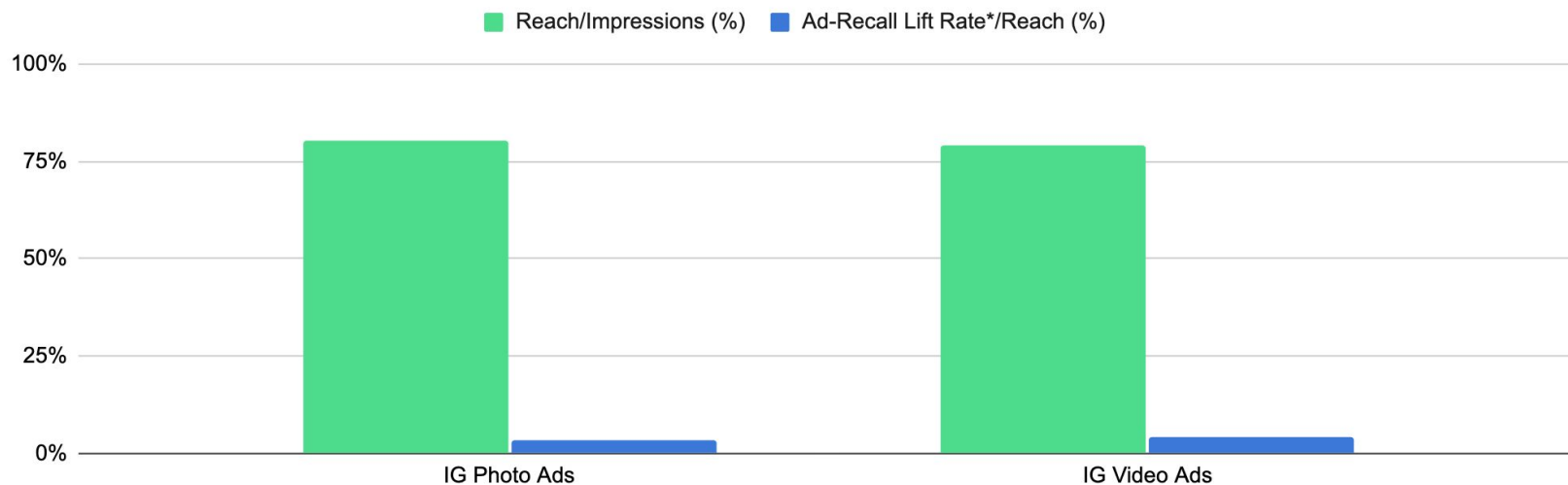
Results per Day (IG Photo vs IG Video)



\* The estimated ad recall lift (people) metric shows how many people we estimate would remember seeing your ad if we asked them within two days.

# IG Photo Ads and IG Video Ads have similar reach/impression rates and reach/result rates.

Results Funnel Analysis (IG Photo vs IG Video)



\* The estimated ad recall lift (people) metric shows how many people we estimate would remember seeing your ad if we asked them within two days.



# Thank You

  @livingelixirsandoils

# Appendix

# Social Media Ad Performance



✔ Completed • Jul 27 • Created by Darren Chia

[View Results](#)

Babies Crying - Awareness - A > 1 Ad Set > 1 Ad  
**Brand Awareness**

7,914

Reach

320

Estimated Ad Recall Lift  
(People)

\$30.37

Amount Spent



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[View Results](#)

Babies Crying - Awareness > 1 Ad Set > 1 Ad  
**Brand Awareness**

10,479

Reach

370

Estimated Ad Recall Lift  
(People)

\$30.46

Amount Spent



✔ Completed • Jul 27 • Created by Darren Chia

[View Results](#)

German Chamomile - Awareness > 1 Ad Set > 1 Ad  
**Brand Awareness**

20,236

Reach

2,240

Estimated Ad Recall Lift  
(People)

\$118.62

Amount Spent

