

Advertising Specifications for Social Media Campaign

Date: [Insert Date]

From: [Your Name]

To: [Recipient's Name]

Subject: Advertising Specifications for Upcoming Social Media Campaign

Dear [Recipient's Name],

We are excited to kick off our upcoming social media campaign and want to outline the advertising specifications to ensure a successful execution. Please find the details below:

1. Campaign Objectives

[Outline objectives, e.g., brand awareness, product launch, lead generation]

2. Target Audience

[Define target audience demographics, interests, and behaviors]

3. Platform Specifications

[List platforms to be used, e.g., Facebook, Instagram, Twitter]

4. Ad Formats

[Detail ad formats, e.g., image, video, carousel, stories]

5. Creative Guidelines

[Provide any specific requirements for branding, logo usage, color schemes]

6. Measurement Metrics

[Specify key performance indicators, e.g., impressions, clicks, conversions]

7. Deadline

[Insert deadline for creative submissions and campaign launch]

Thank you for your attention to these specifications. Please feel free to reach out if you have any questions or need further clarification.

Best regards,

[Your Name]

[Your Position]

[Your Company]

[Contact Information]