



# Legal Waiver 86

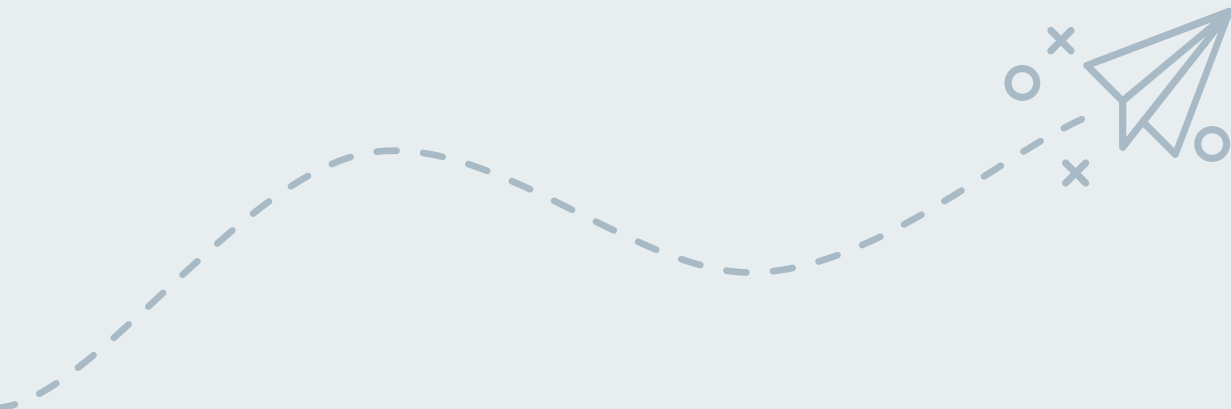
Ad Report



# Social Media Report

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# Goals & Objectives for Social Media Marketing

## **Goals:**

Legal Waiver 86's primary goal is to significantly enhance brand awareness as a prominent antifascist entity in the United States. Through compelling social media campaigns tailored to the U.S. audience, the brand aims to increase recognition by 20% within the next quarter, solidifying its position in the collective consciousness of American communities. This heightened awareness will be pivotal in fostering a more widespread understanding and acceptance of the antifascist cause specifically within the United States.

## **Objectives:**

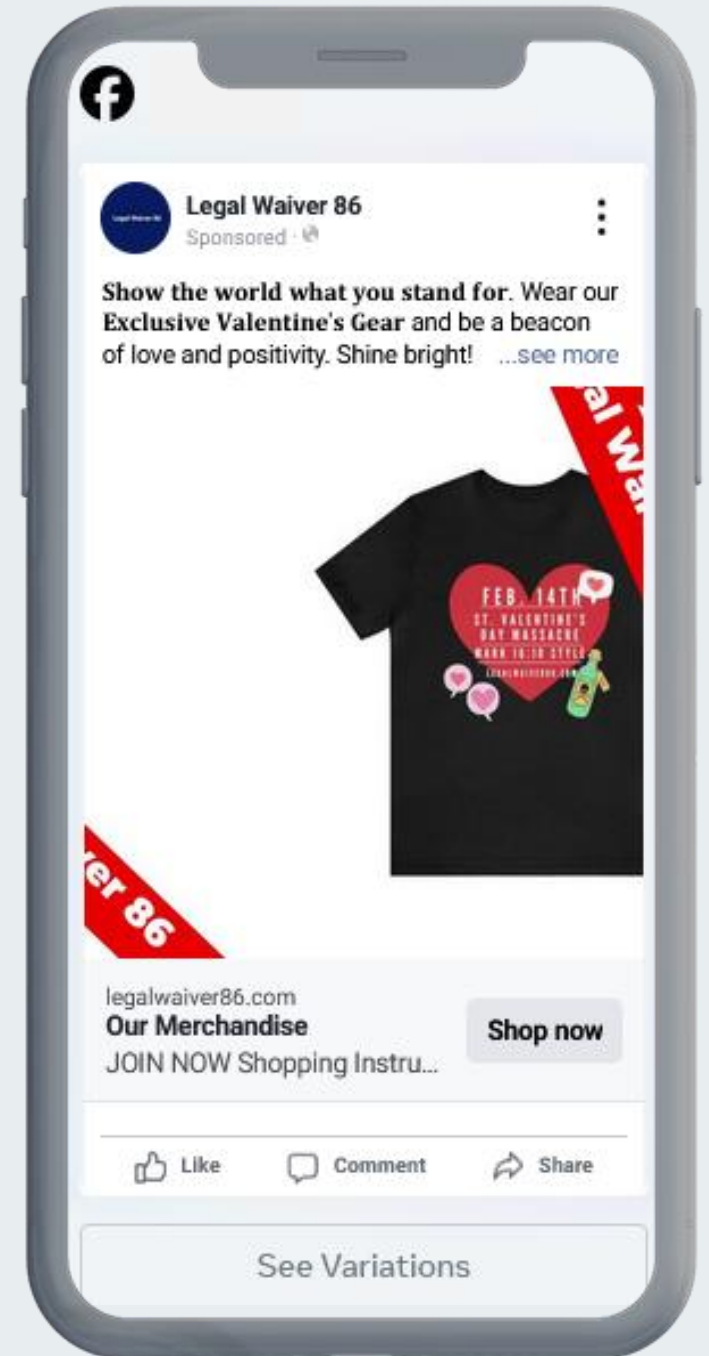
To achieve this goal, Legal Waiver 86 will focus on leveraging merchandise as a potent tool for disseminating its antifascist message, with a specific emphasis on the U.S. market. The primary objective is to drive a 30% surge in the sale of branded merchandise, including strategically designed t-shirts, Hoodies, mugs, etc. targeted at the U.S. demographic. This objective aligns with the broader goal of expanding brand awareness in the United States by integrating the antifascist message into the daily lives of supporters, fostering a sense of unity and activism within American communities. The objectives also involve implementing targeted social media campaigns that emphasize the

# Goals & Objectives for Social Media Marketing

Employing a dynamic two-fold advertising approach, our team successfully executed a comprehensive strategy aimed at driving merchandise sales and promoting the antifascist cause for Legal Waiver 86 within the United States.

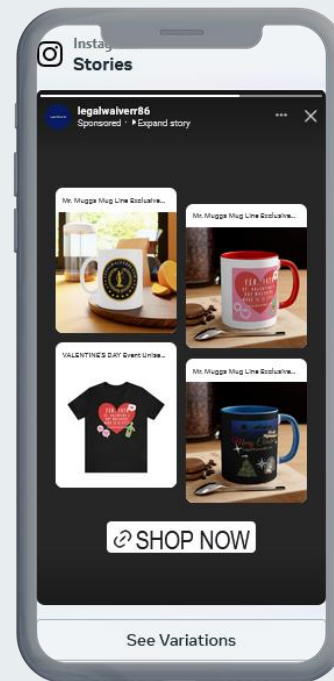
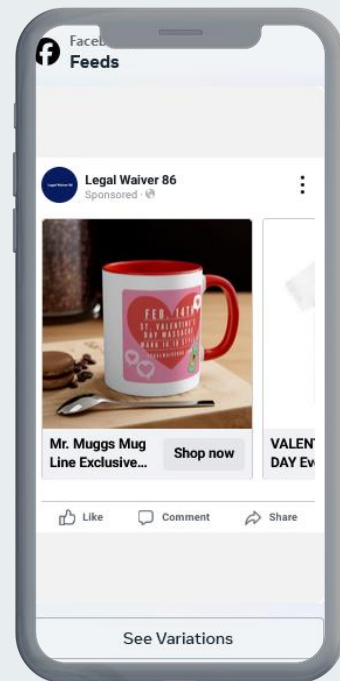
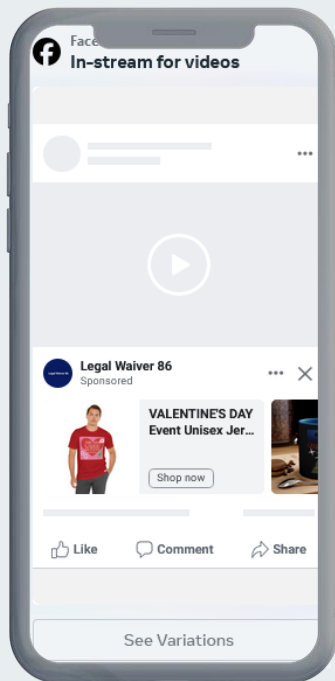
## Video Ad:

This approach, exclusively focused on merchandise showcasing, enabled the brand to leverage the visual appeal of its products, creating a direct link between the antifascist cause and the merchandise available for purchase. The video ad campaigns played a vital role in establishing a visual identity for the brand and effectively communicated the core values of Legal Waiver 86 to a wide audience within the United States.



## Product Catalogue Ad:

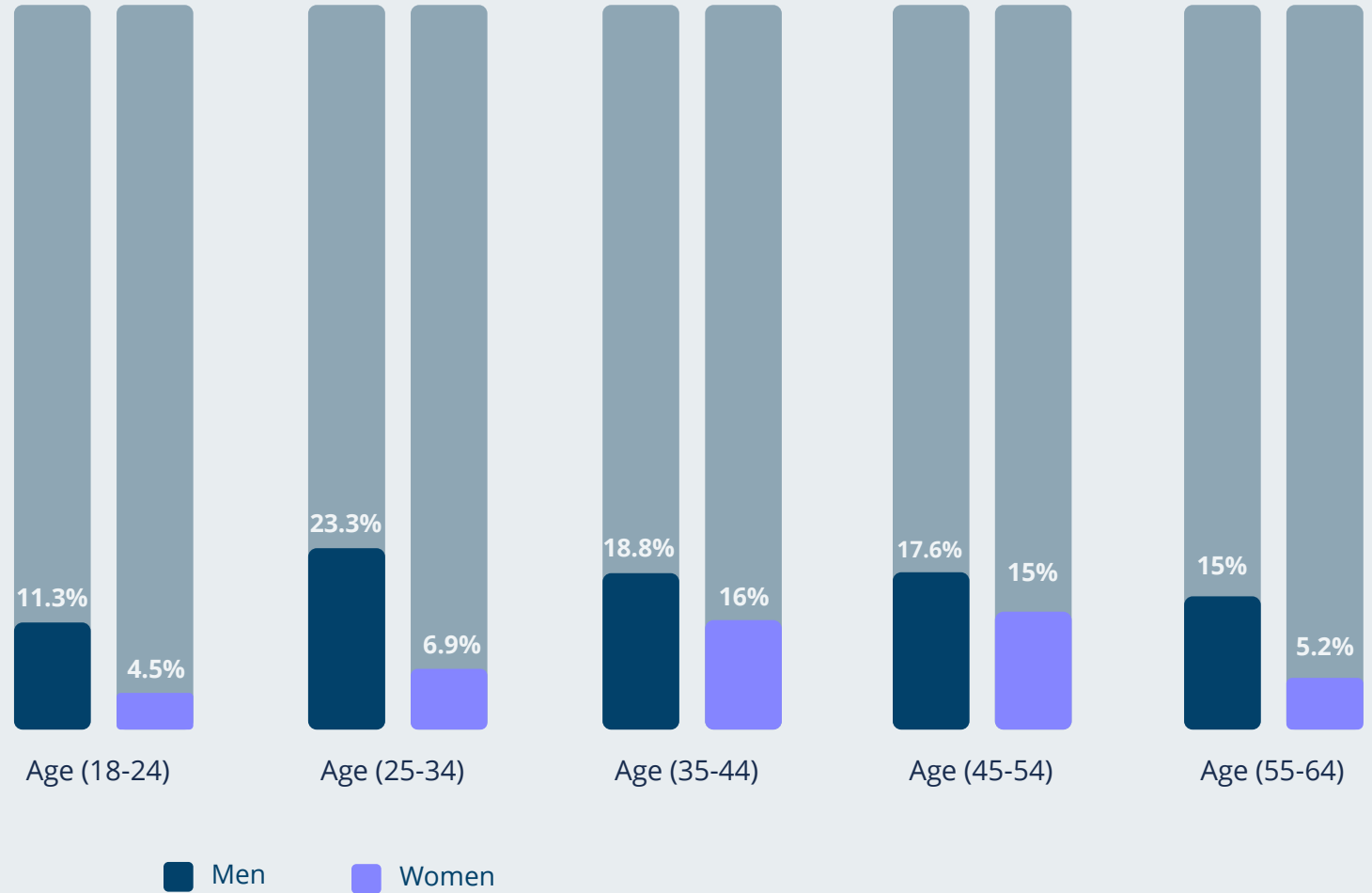
Our team smoothly added a carefully selected shop collection onto Legal Waiver 86's Facebook page, featuring various branded products like t-shirts, hoodies, mugs, etc. This made it super easy for supporters to buy directly without leaving Facebook. We also ran focused social media campaigns and promotions, making sure to get the most out of the Facebook Shop setup. You can see how the ad was looking in-stream for video, Facebook Feed, Instagram Stories, Video Feed



# Engagement Between Social Genders

Men vs Women

Regularly analyze data to refine engagement tactics and maintain a dynamic approach that aligns with the platform's user demographics.



# Total Ad Spend

Understand how your brand is performing



Facebook Reach

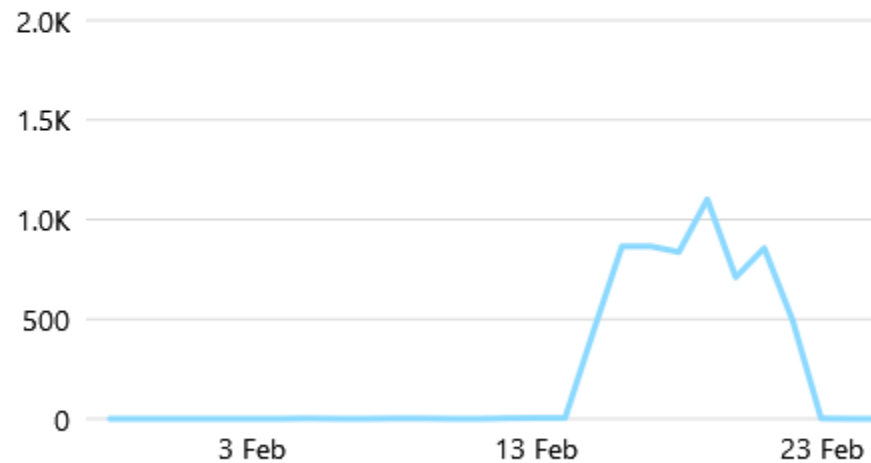


Instagram Reach

## Reach

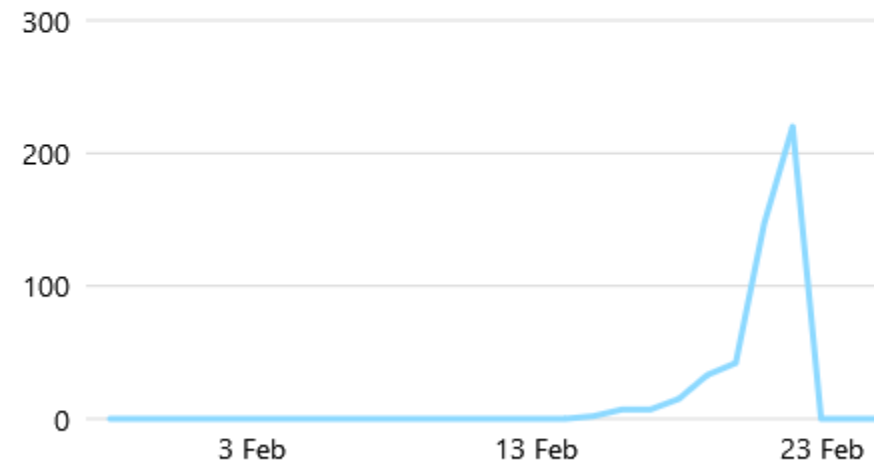
Facebook reach ⓘ

5,654 ↑ 113.0K%



Instagram reach ⓘ

433 ↑ 100%



# Individual Reach

Understand how your brand is performing



Facebook Reach

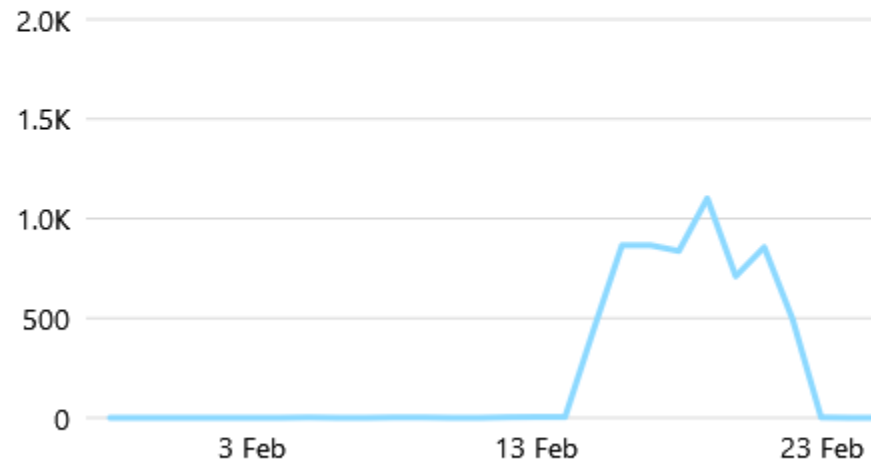


Instagram Reach

## Reach

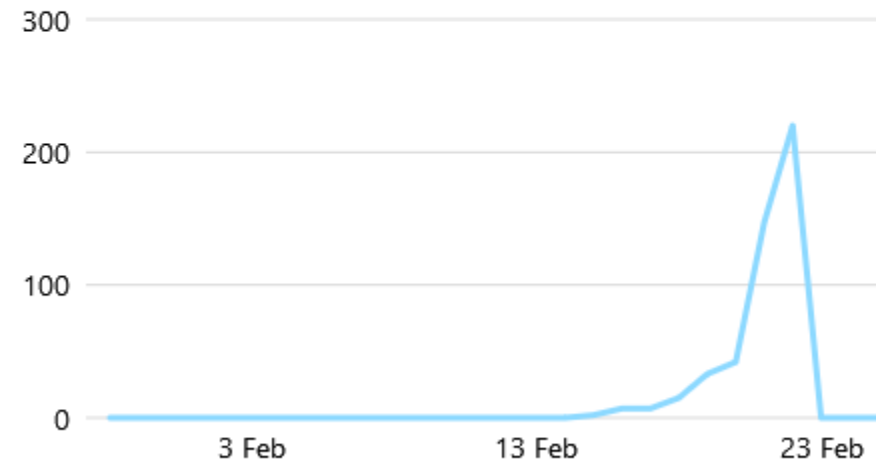
Facebook reach ⓘ

5,654 ↑ 113.0K%



Instagram reach ⓘ

433 ↑ 100%





# Paid Reach

Understand how your brand is performing

## Performance

Daily

Cumulative



Reach ⓘ

5.7K ↑ 113.0K%

Content interactions ⓘ

2 ↑ 100%

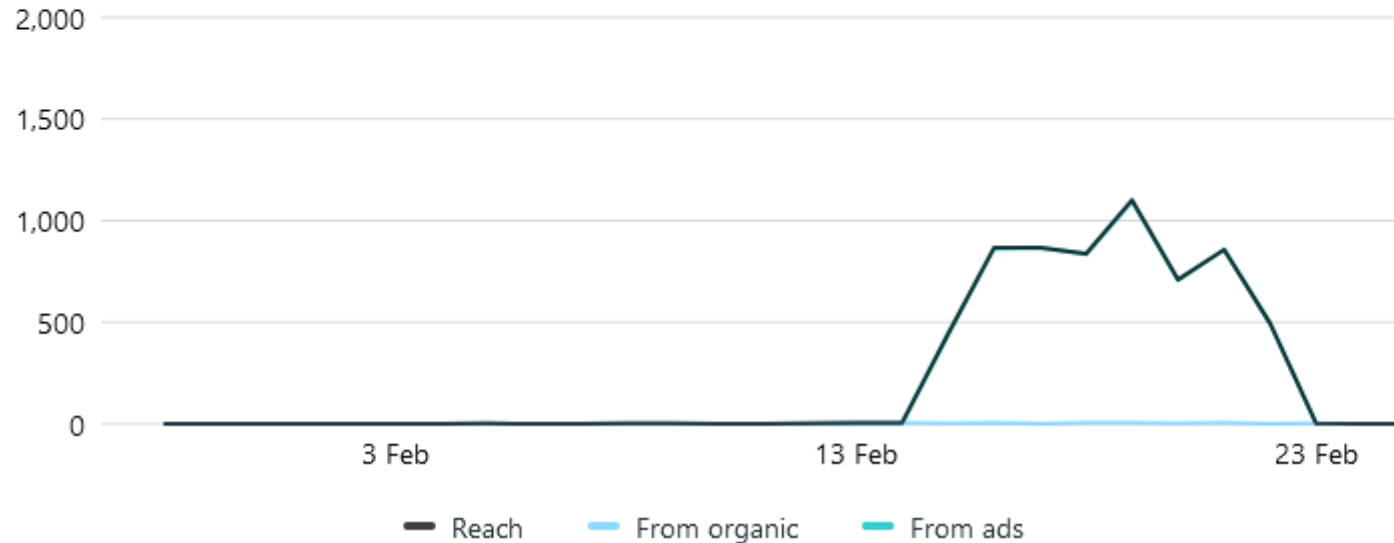
Followers ⓘ

Lifetime

258

Link clicks ⓘ

92 ↑ 100%



## Reach breakdown

Total

5,654 ↑ 113.0K%

From organic

22 ↑ 340%

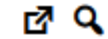
From ads

5,646 ↑ 100%

# Website Page Visits

Understand how your brand is performing

## Traffic by title (all time)



Rank	Title	Hits	Percent
1	<a href="#">Shop</a>	40	42.11%
2	<a href="#">Home</a>	21	22.11%
3	<a href="#">VALENTINE'S DAY Event Unisex Jersey Short Sleeve Red Tee made with 100% Airlume combed and ring-spun</a>	6	6.32%
4	<a href="#">Mr. Muggs Mug Line Exclusive 11 oz. ceramic mug: NOW SHOWING</a>	6	6.32%
5	<a href="#">Mr. Muggs Mug Line Exclusive 11 oz. ceramic mug: VALENTINE'S DAY</a>	4	4.22%
6	<a href="#">VALENTINE'S DAY Event Unisex Jersey Short Sleeve Black Tee made with 100% Airlume combed and ring-sp</a>	3	3.16%
7	<a href="#">PRESS RELEASE</a>	3	3.16%
8	<a href="#">Mr. Muggs Mug Line Exclusive 11 oz. ceramic mug: IT'S ALL MYTH</a>	3	3.16%
9	<a href="#">NOW SHOWING Event Unisex Jersey Short Sleeve Tee made with 100% Airlume combed and ring-spun cotton</a>	2	2.11%
10	<a href="#">ARCHIVES</a>	2	2.11%

# Potential Audience Cities

## Top towns/cities

New York, New York



Houston, Texas

1.18%

Los Angeles, California

1.15%

Chicago, Illinois

1%

San Antonio, Texas

0.73%

Philadelphia, Pennsylvania

0.66%

Phoenix, Arizona

0.61%

Dallas, Texas

0.54%

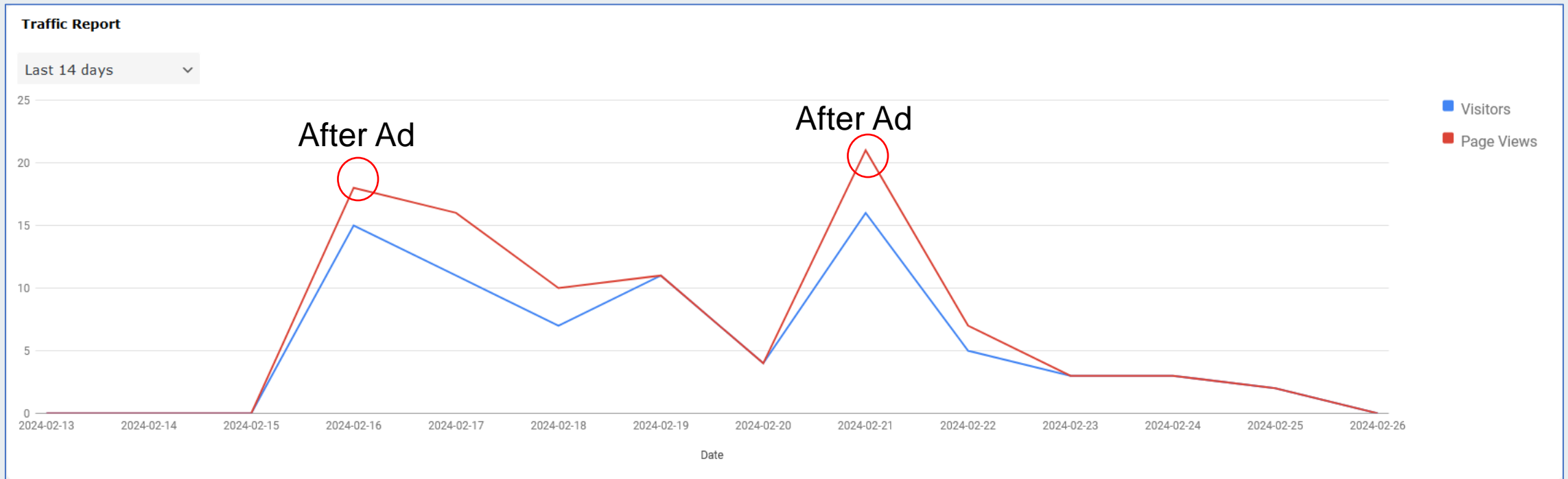
Fort Worth, Texas

0.41%

Jacksonville, Florida

0.41%

# Website Visits Graph



# Facing Challenges in Cart Conversions

## **The Problem**

Our social media ads play a crucial role in funneling people to our website, where they navigate through various sections, including the shop. Despite their curiosity about our offerings, the challenge lies in the website's visual appeal, which currently doesn't captivate potential buyers. Recognizing the importance of creating a genuine need for our products, we plan to run sustained ad campaigns over several months. The extended duration will allow us to strategically showcase our merchandise, highlighting its unique features and benefits. The goal is to gradually instill a desire for the products, making our audience more inclined to make a purchase. By maintaining a consistent ad presence, we aim to build a connection with our audience and reinforce the value proposition, ultimately encouraging them to convert from visitors to satisfied customers.

## The Solution

To overcome the challenge of the website's current visual appeal hindering potential buyers, we propose a holistic strategy:

- **Website Revamp:**

Revamp the website to prioritize a visually appealing and user-friendly interface. Ensure that the redesigned website aligns with the brand's identity and delivers a seamless and aesthetically pleasing navigation experience. Revamp the website to prioritize a

- **Limited-Time Offers & Discounts:**

Create a sense of urgency and incentivize immediate action. Introduce limited-time promotions, exclusive discounts, or bundled offers to encourage prompt decision-making and drive potential buyers toward completing a purchase.

- **Continuous Ad Campaign**

Implement a continuous ad campaign strategy, acknowledging that successful product promotion demands ongoing efforts. Align campaigns with audience preferences and current trends, regularly analyzing performance metrics. Adapt content based on customer feedback and industry insights. Introduce a sense of urgency through limited-time promotions, exclusive discounts, or bundled offers to encourage immediate action.

## Reference:

<https://secure.winred.com/save-america-joint-fundraising-committee/storefront/>

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The 2020 elction will determine if America continues down the path of Greatness, or if America will spiral down into full blown SOCIALISM at the hands of Left-Wing Radicals.

But we can't sit back and wait for 2020, I need YOU to take action NOW!...




STAND WITH PRESIDENT TRUMP  
GET YOUR OFFICIAL 2020 MERCH NOW!  
SHOP NOW

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Democrats all have their sights set on taking back the White House in 2020. But we proved them wrong then and we will prove them wrong again!

Get your OFFICIAL 2020 Merchandise from the Official Trump Store to show your support for me, President Trump, in my reelection campaign...



LET'S KEEP AMERICA GREAT!  
SHOP OFFICIAL 2020 MERCH NOW!  
SHOP NOW

TRUMP PENCE

**Thank You!**