

# **Project Pack N Go Girls**

5/1/23

SPRING 2023 SEMESTER

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AURORA WEAVER



Janelle Diller & Lisa Travis

May 1<sup>st</sup>, 2023

Pack-n-Go Girls

Dear Lisa & Janelle,

We wanted to take a moment and express our sincere gratitude for the opportunity to work with you and help expand Pack-n-Go Girls' marketability. It has been an absolute pleasure to be part of your journey! When it comes to clients within the BI program, it is a rare opportunity to have a fun workload paired with an equally amazing client. The Journey team has appreciated not only the professional relationship they have built with you within the BI program, but also the deep personal relationship that has been fostered. The connection we established, the work we all accomplished together, and the honest communication has made the overall experience that of which we shall never forget.

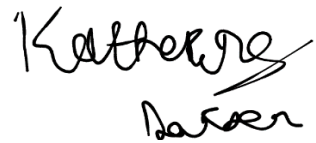
Throughout the semester's work the Journey team completed four iterations ranging from social media research to the creation of advertising campaigns. We hope the deliverables suited your expectations when you first applied for a BI team.

We wanted to thank you for this outstanding experience and the opportunity to work with you on this project. The experience we gained from learning about how you manage Pack-n-Go Girls, the heartfelt impact you have on children's lives, and your overall enthusiasm towards the team was a great learning experience for everyone. We wish you all the best in your future endeavors, and you know you always have friends rooting for you here at UCCS! We cannot wait to see where your journey will take you next!

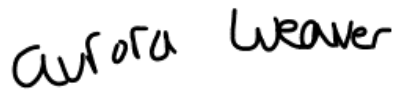
Sincerely,

The Journey Team

Katherine Larsen

A handwritten signature in black ink that reads "Katherine Larsen". The signature is written in a cursive style, with the first name "Katherine" on the top line and the last name "Larsen" on the bottom line.

Aurora Weaver

A handwritten signature in black ink that reads "Aurora Weaver". The signature is written in a cursive style, with the first name "Aurora" on the top line and the last name "Weaver" on the bottom line.

Sebastian Perez

A handwritten signature in black ink that reads "Sebastian Perez". The signature is written in a cursive style, with the first name "Sebastian" on the top line and the last name "Perez" on the bottom line.

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## **I. Introduction and Bachelor of Innovation Overview**

The University of Colorado Colorado Springs (UCCS) offers a unique program deemed the Bachelor of Innovation (B.I.) to students. Through this program, students learn through an innovation process, which allows them to transform their ideas into impact. Students enroll in three separate classes, 2010, 3010, and 4010. Within each of these courses, students work to gain valuable and immersive experience working with a client to solve a stimulating challenge. The main purpose of the B.I. program is to teach students how to think like an innovator and get on the court through brainstorming and being creative to solve problems. The program emphasizes collaborating with a team to accomplish goals and deliver a product to the client. Innovation occurs when people with diverse backgrounds collaborate and generate ideas. By working in teams, students get experience of how to work with others which will prepare them for the workforce in the future. Students of all backgrounds are welcome, and this interaction brings out even more ideas to expand the result of deliverables.

Within the Spring semester of 2023, three individuals, Aurora Weaver, Sebastian Perez, and Katherine Larsen were placed in a group together to work with Pack-n-Go Girls, a Colorado Springs children's publishing book company. Katherine Larsen is working on majoring in Cyber Security with an emphasis on Business. She has a solid background in the technical yet business analytic side of what goes into making decisions in the industry. She has ample experience working in an accounting firm for two consecutive summers, where she learned about how money moves through the world. She is familiar with reading financial statements, business descriptions, and the overall logistics of accounting. Furthermore, she is experienced when it comes to creating websites via website builders and has published a working website when working with past BI teams. Additionally, Katherine loves to solve puzzles and look at things from a different angle.

Aurora Weaver is a Digital Filmmaking major with an emphasis on Globalization. She has a background in using most Adobe applications such as Photoshop and InDesign. Aurora has also created three short films and is familiar with Premiere, cameras, and directing. With past BI teams, she has experience with researching social media platforms and finding which will work best for the clients. Aurora has experience with creating Google and Facebook ads as well as designing ads.

Sebastian Perez is a Cyber Security major with an emphasis on Innovation. He has experience with coding in C#, and Java. He has created an asteroid game and is familiar with providing a creative outlook to projects. He also has experience in creating patents and studying case laws. He is currently employed as a maintenance worker and is familiar with working hard until the goal is accomplished. He knows how to look at things from a different angle to provide the most efficient fix.

Together these three students would be known as the “Journey Team.” Throughout the semester, each student brought various skills to assist Pack-n-Go Girls in invigorating their social media outreach.

## II. Executive Summary

Pack-n-Go Girls is a children's publishing book company with a vision to inspire children to be global citizens. Through Pack-n-Go Girls publications, many children's hearts have been captured to embrace adventure, be curious, and celebrate the differences that make people unique. Pack-n-Go Girls' exciting and inclusive writing approach led to the accumulation of an email list with more than 1,000 subscribers at one point. Recently Janelle Diller and Lisa Travis, co-founders of Pack-n-Go Girls, saw a decrease in engagement with their audience on Facebook, Instagram, and Pinterest. Upon seeing the BI application from Mrs. Diller and Mrs. Travis, the Journey team became inspired to help improve Pack-n-Go Girls' digital presence and sales by guiding social media marketing and ad targeting. This was accomplished by dividing the following four goals into two-week sprints:

- *Goal 1.) Help Invigorating Social Media Outreach:* The Pack-n-Go Girls Journey team will help suggest how to change and improve the content that will be posted on Facebook, Instagram, and Pinterest to help raise engagement and awareness levels.
- *Goal 2.) Walkthrough on Amazon Attribution and Suggestion of Keywords to Utilize:* The Journey team will provide walkthrough documentation on how to use Amazon Attribution, which can deliver insights into how Pack-n-Go Girls' non-Amazon marketing channels are driving engagement and sales on Amazon. Additionally, the team will provide an extensive list of keywords to improve ad targeting within Amazon.
- *Goal 3.) Create a Guidebook on How to Set up Ads on Facebook/Instagram/Pinterest:* The goal of this guidebook would be to simplify the advertising setup to be easy for anyone to understand so that Pack-n-Go associates can set up advertising on their own. Additionally, a tutorial will be provided on how to create and edit Pinterest boards to attract new users.
- *Goal 4.) Creation of Three Separate Social Media Campaigns:* The Journey team will create three social media campaigns: one on Instagram and two on Facebook. The campaign to be run on Instagram would work to promote the purchasing of in-classroom activities, exploration

kits, as well as books. Two other campaigns will be run on Facebook. One of which occurs during the summer months (May - mid-August) to promote Pack-n-Go Girls' Summer Reading Adventure. The other of which can be run year-round for parents and grandparents to see continually.

Mrs. Diller and Mrs. Travis stand to reap several benefits from the achievement of all four of the Journey teams' outlined semester goals. Together, each goal the Journey Team presented can help promote Pack-n-Go Girls' products, leading to increased traffic and sales. Furthermore, the goal of improving social media outreach can result in increased engagement and awareness levels. This, in turn, can lead to more extensive audience reach and a higher probability of brand recognition. Additionally, the utilization of Amazon Attribution and the use of the Journey teams' keywords can lead to better ad targeting and increased sales. With a clear understanding of how to set up ads on various social media platforms and how to create and edit Pinterest boards, Pack-n-Go Girls' associates can also independently set up advertising campaigns and reach a wider audience. By achieving these goals, Mrs. Diller and Mrs. Travis can provide Pack-n-Go Girls with a robust and effective marketing strategy, leading to increased brand recognition, sales, and a more extensive customer base.

### **III. Statement of Accomplishments**

#### **Introduction:**

The Journey team understood there was only a finite amount of time to complete and meet the outlined projections in the Scope of Work (SOW). The team began by thoroughly discussing the appropriate goals for the semester with the pretense to better improve Pack-n-Go Girls' social media presence. Ultimately four goals were decided upon, respectively called Iterations I - IV:

- Iteration I. Help Invigorate Social Media Outreach
- Iteration II. Creation of a Walkthrough Guide on Amazon Attribution and Suggestion of Keywords to Utilize
- Iteration III. Create a Guidebook on How to Set up Ads on Facebook/Instagram/Pinterest
- Iteration IV. Creation of Three Separate Social Media Campaigns

To best utilize the time given, the Journey team found it most effective to break each goal into two-week periods of work. Every week in between an iteration's deadline, the Journey team and Pack-n-Go associates would discuss expectations for the week, results, and other points of interest. Essentially, these meetings served as little "check-ins" to ensure everyone was on the same page and meeting the outlined expectations. During the week when the iteration was due, the team would present the final work, and take note of any necessary minor changes to be completed. Each week prior to the scheduled meeting, Katherine would send Pack-n-Go associates a copy of the weekly agenda, which covered what the team would be discussing. At the end of each meeting, copies of notes taken could be provided, should they be requested.



## Iteration I:

Diving into the Journey team's objectives, the first task was to help invigorate Pack-n-Go Girls' social media outreach. Pack-n-Go Girls associates had formally created a list of keywords that were being utilized within their Amazon campaigns, albeit they were not thoroughly confident in how efficient their results were in bringing in audiences. To assist with this endeavor, the Journey team began by creating a list of sixty keywords they found relevant to increasing engagement, such as "activities", "children", "adventure", "elementary school", "diversity", etc. Words such as these were intended to encompass the themes of Pack-n-Go Girls books and target audiences likely to search for their product. These keywords would later serve as the basis for the Journey team's research exploration in Iteration II.

Iteration I further involved analyzing Pack-n-Go Girls' current posts on Facebook. An example of such analysis is shown below:



The Journey team provided suggestions on how to improve the above post, such as separating the hyperlink and the hashtags to increase readability, as well as increasing the use of adjectives that make the post sound more uplifting, such as:

“Looking for an epic summer adventure that will take you on a global journey without ever leaving your backyard? Look no further than Pack N Go Girl's Summer Reading Adventure! Get ready for five weeks of thrilling exploration, as you join characters from our bestselling books on a journey that will take you to some of the most fascinating and far-flung corners of the world. From the rainforests of South America to the bustling streets of Bangkok, each week will bring new surprises and discoveries that will ignite your imagination and keep you on the edge of your seat. But that's not all! As you travel the globe with our intrepid heroines, you'll also get a taste of some of the world's most

delicious and exotic foods. With recipes from around the world, you'll learn how to whip up everything from spicy Thai curries to sweet French pastries. What are you waiting for? Join us on this incredible Summer Reading Adventure, and let the journey begin! Click here to learn more: <https://www.packngogirls.com>”

In the above example, it can be noted that more descriptive words were used to describe Pack-n-Go Girls, and through such diction, readers can better understand what the Pack-n-Go Girls books encompass. Aside from written posts, the Journey team also recommended the creation of videos. Videos can serve as another method to attract new audiences. The Journey team suggested these videos be short yet entertaining. Such possible ideas included cooking recipes from around the world, quick demonstrations of reading in libraries and schools, discussion of recent trips and important lessons children should take away, as well as contests or giveaways, all of which are good draw-in for likes, comments, and new subscribers. To provide greater assistance with this creative endeavor, the Journey team created a list of twelve video ideas surrounding the theme of food from around the world. These posts could be published in a new advertising campaign titled “A Culinary Culture Quest.” The purpose of this list of ideas was to help demonstrate new manners of drawing people in; posts do not have to solely be about books to still drive Pack-n-Go Girl sales.

The Journey team also felt it relevant to research and describe how to make advertisements on Facebook. The Journey team found one of the most important aspects in creating an ad was the proper audience being selected. Seeing as how Pack-n-Go Girls are a children’s book company, and Facebook is largely used by parents and grandparents, it felt fitting for the team to select these two groups as the proper audience. The Journey team additionally researched ways in which Pack-n-Go Girls could gain more visibility. The first of which was “Boosting a Post.” Boosted posts are ads one can create from existing posts on a Facebook Page. Boosting a post can help it receive more reactions, shares, and comments and can reach new people who are likely to be interested in following Pack-n-Go Girls. Overall, the Journey team recommended boosting a post because it can be an effective way to increase the visibility of one’s content and reach a larger audience on Facebook.

Another important tactic, the Journey team found in its research, was the creation of a Facebook Shop. Facebook Shop is a business page tab application where potential customers can buy Pack-n-Go Girls products directly. It allows potential customers to get to know Pack-n-Go Girls' brand, and to share and purchase products without leaving Facebook. A Facebook Shop gives Pack-n-Go Girls a 'storefront' so one can make it look more like their own site. The Journey team found this an effective solution, as it could help with engaging potential customers, driving new sales, building brand awareness, and offering deals and promotions, all of which tie into the overall goal of the semester's work; to help increase Pack-n-Go Girls visibility and better improve their market sales.

Furthermore, the Journey team provided steps on how to create a new campaign within Meta Ads Manager. This was a crucial piece of the puzzle as ads within Instagram would later be created to target teachers. Luckily, Meta owns both Facebook and Instagram. Therefore, by providing guidance on how to use Meta Ads Manager, one can reach a larger audience without having to confusingly manage between two different applications. Through the guide, the Journey team explained how to choose the campaign objective, set the budget and schedule, choose the audience, and format the ad. In addition to this guide, the Journey team provided external resources that lead to continually updating websites, to ensure one can always stay up to date on how to use Meta Ads Manager.

Within the next section of Iteration I, the Journey team moved away from Meta Ads Manager and began focusing on Pinterest. Pinterest would allow Pack-n-Go Girls to target a further audience of teachers and librarians. Similar to how one can increase engagement by posting a variety of media, the Journey team found Pinterest to be a satisfactory application due to its unique method revolving around visual discovery. Furthermore, the Journey team found Pinterest to be a proper fit as it is full of student project examples and lesson suggestions, like ideas for reading lessons, or other equivalent lessons. Many educators use this platform and add pins to lots of teacher-friendly resources. Compared to other social media platforms, the Journey team discovered people who use Pinterest weekly are seven times more likely to say it's the most influential platform in their purchase journey.

This statistic proves Pinterest can be a key resource in increasing sales. Together these reasons combined suggest that Pinterest would be a prime social media application to become familiar with, as it can lead to targeting a wider audience (aside from parents and grandparents) and increase revenue.

The Journey team's next step within Iteration I was to provide suggestions for additional recourse for Pack-n-Go Girls to reach out to the educational community. One of which resources the Journey team found was titled “edWeb.” edWeb is a social networking website that allows for those in the education community to connect with peers, share information and best practices, spread innovative ideas, and provide professional development. If Pack-n-Go Girls were to join edWeb, they would have two marketing options. One of which would be to host a Professional Development (PD) Learning Community which involves bringing together a group of educators to collaborate and learn from each other. The second marketing option would be to present a professional development edWebinar, which could involve delivering a live or recorded presentation on a particular topic related to education. According to the research conducted by the Journey team, almost 50% of the educators utilizing edWeb belong to the preK-Kindergarden categories. This suggests that if Pack-n-Go Girls were to become a part of edWeb, they would primarily engage with professionals from schools catering to the age group for whom Pack-n-Go Girls’ books are intended. Initially, the Journey team found edWeb to be a good fit due to it being an educational-based platform, though unfortunately, the starting costs began at \$6,000. The tools edWeb offers are quite extensive and effective, but the total cost was outside the realm of possibility for the budget Pack-n-Go Girls would spend on marketing. This idea would be scratched after our first meeting discussing the results of Iteration I. The Journey team chose to re-cap this information about edWeb, in the event budgeting costs can be allocated to an edWeb membership in the future.

Finally, within Iteration I, the topic of Tik Tok was discussed. The Journey team decided to research this application, as it simply serves as a method of reaching a wider audience and thus increasing engagement, which can increase sales and generate revenue. The Journey team emphasized

the goal of posting to Tik Tok would be to create short, fun, catchy videos that can be replicated based on what Pack-n-Go Girls is about. The Journey team discussed numerous ideas for such videos such as creating a short video that showcases the cover of each book in the Pack-n-Go Girls series, giving followers a sneak peek into the process of creating the Pack-n-Go Girls series, using videos to inspire people to travel to the places featured in Pack-n-Go Girls, or considering to create some fun and creative content that is related to the Pack-n-Go Girls brand. For example, one could create a dance or song that is related to one of the books or create a challenge that encourages people to explore different cultures. Additionally, different challenges could be created such as The Travel Challenge, The Culture Challenge, The Craft Challenge, or the Dance Challenge. The Journey team created numerous hashtags to build engagement and generate buzz around the brand, such as #PackNGoGirls, #TravelAdventures, #ExploreTheWorld, #KidLit, etc. Ultimately, upon discussion in the weekly meetings, this was decided to be too big of an ambition. The creation of a proper Tik Tok account is likely an entire semester project by itself and not something that can be accomplished in the two-week iterations that had been set.

In summary, Iteration I worked to help invigorate Pack-n-Go Girls' social media outreach. Through the two weeks spent on this iteration, the Journey team was able to complete all work outlined in the SOW. The team accomplished goals such as suggesting how to change and improve current social media content, providing suggestions on how to raise engagement and awareness levels, providing guides on how to use tools to post effectively, as well as providing suggestions for a new creation of accounts to increase engagement.



## **Iteration II:**

Having accomplished what was outlined in Iteration I, the Journey team pressed on to Iteration II, which revolved around the creation of a walkthrough guide on Amazon Attribution and suggestion of keywords to utilize.

The team began by defining what Amazon Attribution is and how it works to ensure that Pack-n-Go Girls were familiar with the process. The Journey team found that Amazon Attribution enables advertisers to understand how their non-Amazon Advertising media impacts customer engagement with their brand on Amazon. By providing a unique tracking code that can be added to ads on other platforms that lead shoppers to Pack-n-Go Girls' Amazon pages, Amazon Attribution can measure the effectiveness of ads on Facebook, Instagram, and Pinterest. Amazon Attribution is an important concept because it helps advertisers gain insights into how Pack-n-Go Girls' cross-media ads are impacting sales on Amazon. This information can help advertisers make data-driven decisions about their advertising strategies and optimize their campaigns for better results. The Journey team additionally provided information on what Amazon Attribution metrics cover, such as the number of clicks, detailed page views, add-to-carts, and purchases. As well as data on costs, and a step-by-step detailed process on how to create a tag. An easy-to-learn crash course was provided to showcase an overview of Amazon Attribution, how to create attribution tags to measure your non-Amazon advertising medium, and how to gain insights to optimize Pack-n-Go Girls media's performance.

Within Iteration I, a list of sixty keywords was originally provided, though, upon further research, it was found that 100 keywords are the optimal number to best include within ads. The Journey team updated their original list to include an additional 40, bringing the total up to 100. The list of updated keywords is likely to be used by potential customers searching for books that are fun, educational, and diverse, with strong female characters, and for those interested in adventure and self-

discovery. The Journey team found it crucial to increase the keywords to this count to better help improve the visibility and relevance of Pack-n-Go Girls books to potential customers.

But, the Journey team wondered, what is the benefit of these keywords if you cannot analyze their effectiveness? The Journey team found Amazon *does* showcase this data, *but* little to no visual data, such as graphs, are provided. Many complex abbreviations are often used within Amazon such as CTR (click-through rate), CPC (cost per click), ACOS (Advertising cost of sales), and KENP (Kindle Edition Normalized Page) leading to many stretching their heads. This led the team to the realization that Pack-n-Go Girls should invest in paid keyword analysis software. This would help Amazon sellers, such as Pack-n-Go Girls, research and optimize keywords for their products to improve their search ranking, visibility, and ultimately sales.

The Journey team researched three different software applications (Helium 10, SemRush, and Sonar) that can help Pack-n-Go Girls save time and effort by providing valuable data and insights that can bring informed decisions. Helium 10 is an all-in-one Amazon seller tool suite that includes a variety of features for keyword research, product research, and optimization. The Journey team found it a relevant resource to investigate as their keyword research tool, *Magnet*, provides data such as search volume, relevancy, and competition, which can allow for a boost in organic traffic and skyrocket sales. The Journey team provided cost variations between different price plans, and an online quiz to find the best plan, as well as their recommendations on which plan to get based on the quiz. Semrush was an additional software that was recommended to help with Pack-n-Go Girls' marketing needs. The team provided an analysis of the different types of packages that can be purchased but found its offered tools were not as extensive as Helium 10. The Journey team finally researched Sonar. Sonar was ideal, as it initially is free for its base package, which can provide statistics on how keywords function.

Upon hearing about Sonar, Pack-n-Go Girls associates were reminded of “Publisher Rocket,” a free software they used in the past to analyze their keywords. Publisher Rocket provided data such as average pages, number of competitors, average price, average monthly earnings, estimated Amazon

searches per month, and competitor's score. The Journey team found this information to be crucial and decided to utilize it to analyze the list of 100 keywords previously generated. They copied each keyword into Publisher Rocket and pasted the results Publisher Rocket provided into an Excel sheet. The data was sorted based on estimated Amazon searches per month, and competitor's score. Through this data, the team could discover which words were most popular among consumers, and which would likely result in higher sales. The team provided summarized findings that focus on the following key points:

- 1.) Focus on high-earning niches
- 2.) Target less competitive niches
- 3.) Experiment with pricing

Overall, the Journey team found the key is to stay flexible and adaptable. Pack-n-Go Girls' should keep an eye on emerging trends and be willing to adjust their strategy accordingly to stay competitive and meet the needs of target audiences.

In summary, by the end of the two-week period dedicated to Iteration II, the Journey team was able to accomplish creating a walkthrough for Amazon Attribution and provide a final list of keywords to be used for Amazon ads. Through the walkthrough, the Journey team provided detailed explanations of each Amazon Attribution process, from setting up an account to analyzing and optimizing campaigns. Understanding the limitations of Amazon Attributions' use of visual data, the team further provided practical recommendations for external software tools, such as data visualization, and ad optimization platforms, which can help users get the most out of keywords to be used. But perhaps the most valuable aspect of this iteration was the final list of keywords that the Journey team compiled. Using Publisher Rocket, the team was able to narrow down which words would likely be most effective, thus increasing the chance the ad would be shown to the right audience, and thus generate sales and revenue.

### **Iteration III:**

Having successfully completed Iterations I and II, the Journey team moved on to Iteration III. The intent of this two-week iteration was to create guidebooks on how to set up ads on Facebook, Instagram, and Pinterest. Each guidebook would work to simplify the advertising setup and be easy for anyone to understand so that Pack-n-Go associates can set up advertising on their own. The team began by explaining how Facebook's algorithm works. The team found that the Facebook algorithm evaluates every post, ad, Story, and Reel. It scores content and then arranges it in descending order of interest for each user. This process happens every time a user refreshes their feed. Overall, the Facebook algorithm works to show people what they may be personally interested in. This demonstrates why ensuring the proper audience is picked is crucial. If you pick the wrong audience, your ads will not resonate with people. Being an admin on the Pack-n-Go Girls Facebook page, the team was able to log in and provide suggestions on the proper audience to select for ads. Some examples of such categories chosen for the audience include people who live in the US, parents with children ages 3-5, 6-8, 9-12, people who are interested in fiction books, e-books, traveling, etc.

Knowing now how ads are created, and being able to explain them simply, the Journey team next explained how to complete ads. The team showcased the two separate methods of how to create ads on Facebook: Through the "Create Ads" Button or through the "Meta Business Suite." The team provided highlighted screenshots of what to click on and explained each step with the assumption a newcomer was reading the document. This helped ensure the team was explaining each step simply yet thoroughly enough to be followed correctly. Additionally, the team provided recommendations on what photos to upload for their advertisements, as images are a great way to capture someone's eye. The team found photos should follow these requirements: avoid overly photoshopped images, showcase Pack-n-Go Girl's brand, and consider using colors, palettes, and filters. Beneath the image settings, the team detailed how one can select a title to name the post. The Journey team additionally provided headlines that would work to capture Pack-n-Go Girls audience's attention: "Pack Up and Go

with Pack-n-Go Girls: Adventure Awaits!", "Join the Pack-n-Go Girls for Exciting Travel Adventures!," as well as many others.

Having covered the basics of how to create an ad within Facebook, the Journey team moved onto a previously explored topic in Iteration I: Facebook Shops. As previously stated, Facebook Shops allow one to display and sell products on Facebook. People who visit someone's shop can browse their products, make purchases, and become familiar with the showcased brand. Within this iteration, the team wanted to go beyond a basic definition, and thoroughly explain how to create a Facebook Shop. Once again, detailed instructions with highlighted pictures were showcased. The team explained how to choose a checkout method, choose sales channels, connect to one's business account, as well as add one's products. Through their research, the Journey team began to understand the slight complexities when adding one's products to Facebook Shop. The team came to the understanding this must be accomplished through the "Commerce Manager," and worked to provide a step-by-step guide on the many functions it provided.

The Journey team gave recommendations on how to upload each product from Amazon into the Catalog based on their Amazon Standard Identification Number (ASIN). After each product was uploaded, the Journey team walked through how to combine Facebook Shop with Facebook Commerce Manager, linking the two allows a customer to see all products offered. Due to the complexities of how to sync these two applications, the team valued themselves upon the completion of their explanation of how to use Facebook Commerce Manager. Together this part of the iteration demonstrated not only why it is important to set up a Facebook Shop, but also how nearly anyone can do it by following the Journey teams' outlined steps.

Once the Journey Team was confident with Facebook, they began explaining how to create ads for Instagram. Both Instagram and Facebook are owned by Meta and as a result, one can create ads for Instagram using the Facebook Ads Manager. Overall, by leveraging Facebook Ads Manager, one can



create and manage ads for both Facebook and Instagram in one place, saving time and streamlining one's advertising efforts. The team, though, wanted to discuss how to create ads within Instagram itself to target teachers specifically (rather than in Ads Manager.) The team researched the different types of Instagram ads: promote ads, collection ads, carousel, ads in explore, video ads, and story ads, and provided suggestions on which ads to implement. Additionally, the team defined and explained what an Instagram ad objective is, and how this is crucial to defining the scope in which the ad will be displayed. Instagram provides helpful diagnostics and analytic data through its "Professional Dashboard." Due to the extensivity of how to use the Professional Dashboard, the Journey team walked through step by step discussing what each function and button did. Once again, highlighted pictures were used to explain simply what to do.

Finally, within Iteration III, the team moved on to its final discussion point: Pinterest. Understanding that Pinterest focuses more on visual aids than text, the Journey team first began by helping revamp Pack-n-Go Girls Pinterest boards. Selecting photos, pins, and titles, the team reorganized the boards to create a cohesive theme to better appeal to users. In addition, three new boards were created to draw in new users. Having reorganized and created new boards, the Journey team next sought to explain step by step how to replicate the process the team had just completed. The team explained how to create a Pinterest Board, add a Pin to an existing Board, how to create a pin, create an Idea Pin, edit a Pin, edit a Board, and how to organize a Board. In each of the above steps, the team worked to simply yet consciously explain each process to ensure any user could understand it. The team explained how to create board icons, as they are the first step in understanding how to create shortcuts. The team found it important to discuss shortcuts, as they allow users to edit boards quickly and efficiently. Similar to Instagram's "Professional Dashboard," Pinterest provides its own Business Hub, where one can see analytics for their Pinterest account. The Journey team provided steps and pictures of charts Pack-n-Go Girls may want to become familiar with to understand how to read Pinterest data.

To summarize Iteration III, the Journey team fulfilled the objectives laid out in the SOW and developed a thorough and comprehensive guide for creating ads on Facebook and Instagram. The team recognized the challenges of marketing on these platforms and aimed to simplify the process. Their guidebook also includes a tutorial on how to create and edit Pinterest boards to attract new users. With this resource, Pack-n-Go Girl's associates can confidently set up effective advertising on their own.

## **Iteration IV:**

With the semester coming to a close, the Journey team began its final Iteration: the creation of social media advertising campaigns for Facebook and Instagram. The Journey team would create a summer-long campaign from May-mid-August 2024 to be showcased on Facebook for parents and grandparents to view. While an evergreen campaign, or campaign that would be run year-round, would target teachers on Instagram. The team began by creating a document outlining research for both platforms, which would serve as the basis for how they would set up each ad. Within Facebook, they found the best time to post for parents and grandparents would be between the times of 7-9 AM, and 7-9 PM. They additionally reviewed their audience selections from the last iteration and expanded on this list to include further group interests. This expansion included interests such as Amazon.com, Barnes & Noble, creative writing, education, etc. With this expanded list, the developed ads would likely interest a larger set of people than before, helping increase the likelihood the ad would be seen, and thus possible sales made.

Equally as important in this brainstorming draft was the selection of the duration of the ad and the bid. As discussed above, the Instagram campaign was to be run from January 1st - December 31st of 2024. To better help with this timeline, the team decided to break the Instagram campaign into twelve months, with each month containing between two to four ads. This allowed the campaign to be easily managed and changed as needed. Additionally, the summer campaign was broken down month by month from June, July, and August. Each month contained between 3 - 5 ads to target audiences joining the Pack-n-Go Girls Summer Reading Adventure.

With the bones of the iteration being formed, the team moved on to writing different, short, quirky, and creative posts around the idea of trying to capture emails. The team decided to make a total of eight posts that could be randomly incorporated into the year as the evergreen campaign progressed. Eleven-holiday posts centered around festivities, such as Mother's Day, St. Patrick's Day,

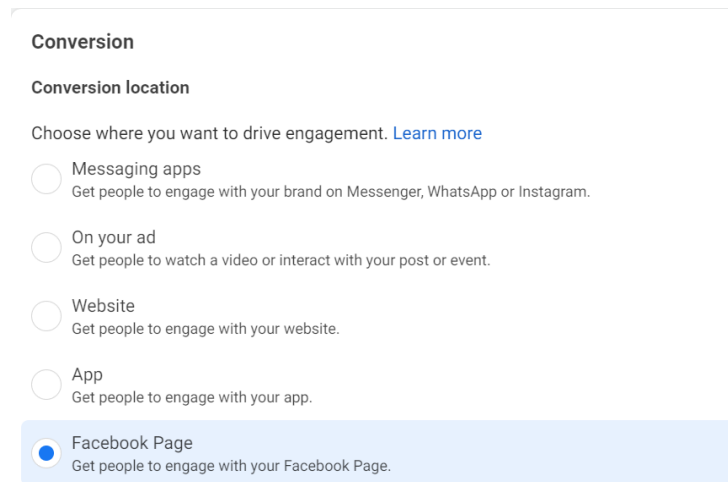
Halloween, etc. were incorporated to connect with viewers on an emotional level, and because of the likelihood that consumers spend more during the holidays. Over 45 posts were additionally drafted as general month posts, to be displayed in either the evergreen or the summer reading campaign such as: “Did you know that reading with your child can strengthen your bond and improve communication skills? Join Pack-n-Go Girls and create lasting memories with your little one!” In this document, the team also decided to reincorporate the twelve posts from “Cooking Around the World with Pack N’ Go Girls! A Culinary Culture Quest”, as well as the nine posts from “Unlock the Thrills of Global Exploration with Pack-N-Go Girls!” Though those posts were previously documented in Iteration I, the Journey team found it more convenient and easier to access with all ad ideas being contained in a single document. From this list of ideas, the team narrowed it down to the best near 30 to be showcased on Instagram, and the best near 20 to be showcased in the summer.

Having defined which ads were to be chosen and shown within Facebook and Instagram, the Journey team began to set up each ad to be part of a campaign within Meta Ads Manager. Using their walkthrough guide created within Iteration III, the team utilized Meta Ads Manager and created a total of three campaigns. The first of which campaign was the Evergreen campaign. Using their initial drafted document, they copied their ideas into Meta Ads Manager to decide the audience, duration, and budget. Though the team ran into slight issues getting the ads properly connected to Instagram via Meta Pixel, through extensive research and perseverance the team was able to format the ads correctly. To create ads within Facebook (rather than Instagram) the selection was much easier, as there was no need to connect to a Meta Pixel.

Though the following point was mentioned when showcasing the ads to Pack N Go Girl associates, the Journey Team found it crucial to restate within this report: Meta Ads Manager provides a section to select the conversion location, as shown below. As one is making an ad, please ensure you select this bubble properly. If you go to change this after your ads are created, Meta Ads Manager will delete all content from the ads (all primary text and images will be removed) with no warning. The

Journey team would like to caution users to think carefully when they select their conversion location.

By the end of the two weeks, a total of 57 ads were created within the three campaigns.



**Conversion**

**Conversion location**

Choose where you want to drive engagement. [Learn more](#)

- ☐ Messaging apps  
Get people to engage with your brand on Messenger, WhatsApp or Instagram.
- ☐ On your ad  
Get people to watch a video or interact with your post or event.
- ☐ Website  
Get people to engage with your website.
- ☐ App  
Get people to engage with your app.
- ☒ Facebook Page  
Get people to engage with your Facebook Page.

*Figure 1: Choose Carefully! Meta Ads Manager will delete ads if you decide to change this.*

By the end of the final iteration, the Journey team was triumphant with their SOW goals for Iteration IV. Not only did the team create the outlined two campaigns from the SOW, but additionally created a third “bonus” campaign which can be run year-round on Facebook for parents and grandparents. Having created each of the three campaigns, the Journey team leaves it to the Pack-n-Go Girls associates to decide when to make the ads live. To enable the ads to be shown to the public, one must simply click “Publish,” and the ads will begin their rotation. By the end of the final iteration, the team is satisfied with the work they present to Pack-n-Go Girls and is confident through the enabling of these ads Pack-n-Go Girls will see an increase in participants who join the Pack-n-Go Girls email list.



## **Conclusionary Remarks of Statement of Accomplishments:**

Ultimately, by the end of the 15-week semester, the team was able to fully accomplish their outlined work within the SOW. Throughout the semester, the outlined SOW for Iteration IV underwent one dynamic change from “Understand Possibilities to Joining Accelerated Readers (AR) Catalog” to “Creation of Two Separate Social Media Campaigns.” This new change in the SOW may have caused a change of plans for how the Journey team would proceed, but the team believes the new changes better allow for an increased audience to be reached, and an overall larger impact that significantly benefits Pack-n-Go Girls. At the end of the 15-week semester, the Journey team successfully accomplished all the outlined work within the SOW. Throughout the semester, the SOW Iteration IV underwent one dynamic change, shifting from “Understand Possibilities to Joining Accelerated Readers (AR) Catalog” to “Creation of Two Separate Social Media Campaigns.” This change may have caused the Journey team to revise their plans, but they believe that the new changes would allow Pack-n-Go Girls to reach a large audience and have a greater impact that would significantly benefit Pack-n-Go Girls.

Throughout each iteration, the Journey team worked diligently to meet their outlined goals within the SOW, and in some cases were able to exceed expectations. In summary, by providing a detailed walkthrough on Amazon Attribution, Pack-n-Go Girls associates may better understand how their non-Amazon ads are performing leading to enhanced insights on how to improve. Additionally, through the use of the team's suggested keywords, Pack N Go associates can better increase their visibility and engagement on social media platforms. Within Iteration III, the team was able to provide guidebooks for Facebook, Instagram, and Pinterest. The Journey team believes these will greatly assist in helping any user understand how to use these three social media applications. Finally, the team successfully created three separate social media campaigns, each of which was strategically designed and executed to maximize engagement and visibility on social media platforms. The team was able to create complete content that resonated with the Pack-n-Go Girls audience and can help to increase

awareness and sales. In the final analysis, it was through teamwork, clear communication and expectations, and diligent effort, that the Journey team was able to meet the expectations of Mrs. Diller and Mrs. Travis.

## **IV. Recommendations and Innovation Discussion**

Though the team was able to successfully finish each goal as outlined in the SOW, the Journey team does have slight suggestions and recommendations on how to continue.

- 1.) Data Monitoring: The most important takeaway is the theme of monitoring. Though the Journey team has created numerous ads that can be effectively deployed, Pack-n-Go Girls should be regularly monitoring the results of the ads through Meta Ads Manager. The Journey team recommends checking in on these ads weekly. Prices should be adjusted as you see fit. Is an ad not performing as you expected? Perhaps take the ad down or increase the bid amount so it may reach a larger audience. Meta allows you to enter a budget range for a bid and will automatically increase or decrease the bid as the algorithm sees fit. The Journey team recommends utilizing this process so it may be somewhat smoother.
  
- 2.) Posting: Similar to monitoring, ads should not be set and then forgotten. Throughout the day, different people are active at different times. The Journey team would like to reiterate the following best times to post on Facebook and Instagram, as shown below:

## Facebook:

| Day       | Best Time to Post on Facebook |
|-----------|-------------------------------|
| Sunday    | 8AM, 9AM, 12PM, 1PM           |
| Monday    | 7AM, 9AM, 11AM, 4PM           |
| Tuesday   | 7AM, 9AM, 10AM, 11AM          |
| Wednesday | 7AM, 8AM, 9AM, 10AM           |
| Thursday  | 9AM, 10AM, 11AM, 4PM          |
| Friday    | 7AM, 9AM, 10AM, 4PM           |
| Saturday  | 8AM, 9AM, 10AM, 1PM           |

## Instagram:

| Day       | Best Time to Post on Instagram                                       |
|-----------|--|
| Sunday    | 5PM, 6PM, 7PM  |
| Monday    | 10AM, 11AM, 1PM  |
| Tuesday   | 7AM, 9AM, 10AM   |
| Wednesday | 8AM, 9AM, 10AM*  |
| Thursday  | 10AM, 11AM 12PM  |
| Friday    | 1PM, 2PM, 3PM  |
| Saturday  | 8AM, 9AM, 10AM   |
|           | *The universal best time to post on Instagram is 10 AM on Wednesdays |

Not only is it important to post during these times, but to post frequently. Facebook, Instagram, and Pinterest should be regularly updated to show how Pack-n-Go Girls is changing and staying current with the world. Additionally, remember to create new campaigns to showcase new events or book publications that are happening with Pack-n-Go Girls. The Journey team understands it can be stressful to monitor all posts at all times, thus they recommend creating a schedule or visible calendar to remind them when to post. Practice makes perfect, and after posting regularly, it will likely become second nature. As showcased in the Journey team's advertising campaigns, posting during holidays is a great way to also increase feelings of festivity for your users.

3.) *To Build a Community:* Community! Community! Community! Pack-n-Go Girls wouldn't be who they are if they did not have their loving fan base behind them. Having witnessed firsthand, the fan mail written to Mrs. Diller and Mrs. Travis, the Journey team recognizes this is a precious thing to preserve. To better help instantiate a strong community, the Journey team recommends increasing the number of times you react to comments on social media, and showing you care when people are engaged. Posting pictures in classrooms, libraries, or other areas can be a great way to showcase community involvement. Remember to additionally show when you work with others. The collaboration with "randomactsofreadingroar" recently posted to Pack-n-Go Girls' Facebook page is a fabulous example of such collaboration. Working to maintain these relationships is a wonderful way to continue to promote and grow Pack-n-Go Girls' visibility.

Going forward, the Journey team suggests Pack-n-Go Girls do not apply for another BI team unless Pack N Go Girl associates were to undergo a major brand change. Originally, Pack-n-Go Girls wished for an independent analysis of their website, though the Journey team can find nothing substantial of note that needs to be updated or changed dramatically. Unless Pack-n-Go Girls wishes for a revamp of this site, the team is confident the semester's work is satisfactory.

## **V. Conclusion and Discussion**

The team is forever grateful for the opportunities Mrs. Diller and Mrs. Travis offered, as well as having gotten the opportunity to get to know what outstanding people they both are. Through interacting with each client, the team was able to gain many valuable skills. From communication to planning to understanding the struggles of creating a business from scratch, the team found many avenues of key points to take away. The Journey team would like to thank both clients for being open through the entire semester, having a strong will to learn and change, as well as communicating honestly, and staying true to maintaining not only a professional environment but one that fostered support and care. The Journey team understands Pack-n-Go Girls have been through quite an ordeal, going forward the team knows as long as they continue to monitor their posts, be active in the community, and write from the heart, they will continue to progress through the literary world and shape the minds of young readers in such impactful and meaningful ways. The Journey team looks forward to seeing Pack-n-Go Girls grow and become a substantial piece of children's hearts as they mature.

## VI. Appendix

- a.) [Scope of Work Version 1](#)
- b.) [Scope of Work Version 2 \(Final Copy\)](#)
- c.) [Meeting Notes February 20<sup>th</sup> – May 1<sup>st</sup>, 2023](#)
- d.) [Contact Information](#)
- e.) [Iteration I: Social Media Invigoration](#)
- f.) [Iteration II: Amazon Attribution and Suggestion of Keywords to Utilize](#)
  - F1.) [Publisher Rocket Keyword Query- Containing Top 100 Keywords](#)
- g.) [Iteration III: Facebook/Instagram/Pinterest Guidebooks](#)
  - G1.) [Increasing Engagement on Pinterest](#)
- h.) [Iteration IV: Creation of Social Media Campaigns Facebook/Instagram](#)
  - H1.) [Evergreen, Summer and Additional Campaign Idea Generation](#)
  - H2.) [Evergreen Campaign 2024 Instagram](#)
  - H3.) [Summer Reading Adventure Campaign 2024 Facebook](#)
  - H4.) [Unlock the Thrills of Global Exploration with Pack-N-Go Girls! Campaign 2024](#)  
[Facebook](#)

# Scope of Work Version 1

## SCOPE OF WORK

February 9th, 2023

### Overview

The Bachelor of Innovation (B.I.) is a degree program within the University of Colorado Colorado Springs (UCCS). The B.I degree is unique in the sense that it is not your traditional way of teaching. Students learn through an innovation process, which allows them to transform their ideas into impact. Innovation acts as its own specific category, divided into four classes, which benefits real clients from around the world and gives students a chance to innovate under different circumstances. The main purpose of the B.I. program is to teach students how to think like an innovator and get on the court through brainstorming and being creative to solve problems. The program emphasizes collaborating with a team to accomplish goals and deliver a product to the client. Innovation occurs when people with diverse backgrounds collaborate and generate ideas. By working in teams, students get experience of how to work with others which will prepare them for the workforce in the future. Students of all backgrounds are welcome, and this interaction brings out even more ideas to expand the result of deliverables. The B.I. program allows students to take innovation teams courses at three levels to assist clients to prepare the teams for the real world.

Within the Spring semester of 2023, three individuals, Aurora Weaver, Sebastian Perez, and Katherine Larsen were placed in a group together to work with Pack-n-Go Girls, a Colorado Springs children's publishing book company.

Katherine Larsen is working on majoring in Cyber Security with an emphasis on Business. She has a solid background on the technical yet business analytic side of what goes into making decisions in the industry. She has ample experience in working in an accounting firm for two consecutive summers, where she learned about how money moves through the world. She is familiar with reading financial statements, business descriptions, and the overall logistics of accounting. Furthermore, she is experienced when it comes to creating websites via website builders and has published a working website when working with past BI teams. Additionally, Katherine loves to solve puzzles, and looking at things from a different angle. She looks forward to analyzing Pack-n-Go Girls business strategy and helping to reinvigorate their social media.

Aurora Weaver is a Digital Filmmaking major with an emphasis on Globalization. She has a background in using most Adobe applications such as Photoshop and InDesign. Aurora has also created three short films and is familiar with Premiere, cameras, and directing. With past BI



teams she has experience with researching social media platforms and finding which will work best for the clients. Aurora has experience with creating Google and Facebook ads as well as designing the ads. She is excited to help Pack-n-Go Girls expand their platforms and engagement with children around the world.

Sebastian Perez is a Cyber Security major with an emphasis on Innovation. He has experience with coding in C#, and Java. He has created an asteroid game and is familiar with providing a creative outlook to projects. He also has experience in creating patents and studying case laws. He is currently employed as a maintenance worker and is familiar with working hard until the goal is accomplished. He knows how to look at things from a different angle to provide the most efficient fix. He looks forward to working with Pack-n-Go Girls and providing a creative perspective to help grow their outreach.

As discussed above, each student brings various skills to the table to assist, Pack-n-Go Girls invigorate their social media outreach, connect to new patrons, revitalize their business strategy, review their public website, and grow their overall visibility

### **Bachelor of Innovation Team**

Team Leads, phone, email both personal and UCCS, headshots are preferred or a team picture.

Team members, phone and email, and course registration (2010, 3010,4010)

Team Lead:

*Katherine Larsen*

Course Registration: 4010

Email: [klarsen4@uccs.edu](mailto:klarsen4@uccs.edu), [1arsenk222@gmail.com](mailto:1arsenk222@gmail.com) Phone Number: 303-359-4840



Team Members:

*Sebastian Perez*

Course Registration: 3010

Email: [sperez4@uccs.edu](mailto:sperez4@uccs.edu) , [emxperez@gmail.com](mailto:emxperez@gmail.com) Phone Number: 719-201-9793



*Aurora Weaver*

Course Registration: 3010

Email: [aweaver4@uccs.edu](mailto:aweaver4@uccs.edu), [auroraweaver14@Email.com](mailto:auroraweaver14@Email.com) Phone Number: 719-744-8357



**Client Information:**

*Janelle Diller*

Author of Pack-n-Go Girls

Co-founder of Pack-n-Go Girls

Email: [janelle@packngogirls.com](mailto:janelle@packngogirls.com), [jdiller1@gmail.com](mailto:jdiller1@gmail.com) Website: <https://janellediller.com/the-pack-n-go-girls-series/> Phone Number: 719-337-9507

*Lisa Travis*

President and founder of Peak Seven Consulting Co-founder of Pack-n-Go Girls

Email: [lisa@packngogirls.com](mailto:lisa@packngogirls.com), [lisa@peaksevenconsulting.com](mailto:lisa@peaksevenconsulting.com) Website:

<https://peaksevenconsulting.com/lisa-travis/>

Phone Number: 719-210-2141

Pack-n-Go Girls Website: <https://packngogirls.com/>

**Background if pertinent**

Pack-n-Go Girls reached out Tina Troyer to apply for a BI team for help reinvigorating Pack-n-Go Girls. Both Ms. Diller and Ms. Travis have no prior relation or any connection to UCCS or the BI program. Ms. Travis she has over twenty-five years' experience in performance consulting, customized learning design and delivery, change management, user experience design, and marketing communications. Ms. Diller has written many books such as *The Virus*, *Never Enough Flamingos*, *Never Enough Sister*, and *Never Enough Lilacs*. Together, Ms. Diller and Ms. Travis have written the Pack-n-Go Girls to promote diversity, curiosity, and discovery. Both Pack-n-Go partners have taught college courses, and both have extensive professional experience working with and developing teams. There may be a few additional financial considerations, such as the annual fee to keep the "<https://packngogirls.com>" domain active, as well as possible costs to using Amazon Attribution (a marketing metric analyzer), and possible costs to utilizing Facebook ads to promote Pack-n-Go Girls.

## **Project Name: Pack-n-Go Girls Journey**

### **Project Purpose**

The ultimate win for Pack-n-Go Girls is to gain more visibility from families, primary school teachers and librarians all across the United States to better improve their market sales.

Three project benchmarks *to reach* by the end of the semester. For *each* benchmark:

Identify all deliverables that support benchmark achievement.

Each deliverable needs to have a projected date of completion.

Each deliverable needs to have measurable outcomes

Identify financial requirements if necessary

Benchmarks:

Help Invigorating Social Media Outreach

a.) To accomplish this goal, the Pack-n-Go Girls Journey team will spend 2 weeks independently analyzing each of Pack-n-Go Girls associated social media accounts: Facebook, Pinterest, Twitter, and Instagram. The Pack-n-Go Girls Journey team will help suggest how to change and improve the content that will be posted to help raise engagement and awareness levels. This will involve researching engagement levels for each application, demographics of followers, and a subscriber, like, and comment count. The team may encourage additional accounts to be created depending on their findings, such as TikTok, as well as Ed-Web and Canvas Commons, which are commonly used in the education community.

b.) After analyzing Pack-n-Go Girls marketing approach, the Pack-n-Go Girls Journey Team will make recommendations about spending budgets, evergreen ad campaign content, audience targeting, and advertising settings to place Facebook/Instagram ads. Facebook is a common place for groups, especially parents and grandparents to spend their time. Facebook/Instagram ads can prove beneficial to increasing Pack-n-Go Girls outreach. The team can do an analysis of the number of new email list subscribers and book purchases before and after advertisement purchases to determine its impact.

Through this two-week sprint, the team not only will analyze Pack-n-Go Girls social media outreach prior to applying for a BI team, *but* Pack-n-Go Girls Journey team will begin to suggest and develop new changes to social media (such as writing diverse posts, developing advertisement, creating additional accounts.) The team will continue to analyze the effects of these changes as the project continues.

Date Begun: Tuesday 2/7/23\*

Estimated Date of Completion: Monday 2/20/23 --> Present Findings

## 2.) Analyze Business Strategy to Grow Amazon Profit

Pack-n-Go Girls Journey Team would like to receive all financial statements beginning from Pack-n-Go Girls' establishment. The team would like to receive the publishing dates of each book to better analyze Pack-n-Go Girls' financial records. (i.e are the books bestselling when they are first published or after a certain timeframe after a specific post on social was made?) Knowing that Amazon sales are more prevalent than on Pack-n-Go Girls' website, the team would specifically like to analyze their Amazon marketing and sales techniques through the Amazon application called *Amazon Attribution*, which can deliver insights into how Pack-n-Go Girls' non-Amazon marketing channels are driving engagement and sales on Amazon. The Pack- n-Go Girls Journey team can analyze the effectiveness of Amazon sales, through looking at Amazon Attributions' standard traffic metrics such as impressions and clicks, and Amazon conversion metrics such as detail page views, Add to Carts, and purchases. ([See link here for Amazon Attribution site](#)).

Additionally, Pack-n-Go Girls Journey team will provide recommendations on specific ads placed through Amazon to help Pack-n-Go Girls better understand how to drive more traffic to their Amazon listings through Amazon's own advertising, including recommended ad content and targeted keywords for five titles: *Mystery of the Ballerina Ghost*, *Mystery of the Thief in the Night*, *Mystery of the Golden Temple*, *Mystery of the Troubled Toucan*, and *Mystery of the Min Min Lights*. Ultimately, the Pack-n-Go Girls Journey team will provide a report summarizing the following questions: How did the Pack-N-Go Girls Journey team change the ads to make them more effective? How did Pack-n-Go Girls Journey team change the content of ads to be more effective? What are the best keywords to use (and how many keywords)?

Date Begun: Tuesday 2/21/23

Estimated Date of Completion: Monday 3/6/23

## 3.) Create a Guidebook on How to Set up Ads on Facebook/Instagram

The Pack-n-Go Girls Journey team understands how difficult it can be to market on Facebook/Instagram, especially when technical jargon is used. To better help Pack-n-Go Girls understand how to set up effective Facebook and Instagram advertising on an ongoing basis, the team plans on creating a guidebook. The goal of this guidebook would be to simplify the advertising setup and be easy for anyone to understand, so that Pack-n-Go associates can set up advertising on their own.

Date Begun: Tuesday 3/7/23

Estimated Date of Completion: Monday 3/20/23

#### 4.) Understand Possibilities to Joining Accelerated Readers (AR) Catalog

The Pack-n-Go Girls Journey team understands that Mrs. Diller and Mrs. Travis have tried numerous times to enter the AR catalog but have unfortunately been unsuccessful in these attempts.

Understanding that by joining the AR catalog, Pack-n-Go Girls could potentially increase book sales with schools who only accept books on this list; the Pack-n-Go Girls Journey team would like to help assist in this endeavor as best as possible. The team understands it is possible to join the AR catalog through customer suggestions, which help drive the title section and prioritize quiz production within the AR community. Through the new social media campaign as outlined in Benchmark One, Pack-n-Go Girls Journey team believes new faces, such as parents, grandparents, primary teachers, as well as public librarians will be drawn to the memorable, exciting, and festive books that Pack-n-Go Girls are. Through this increased attention, and subsequent requests from the public, Pack-n-Go Girls Journey team believes it could still be possible to join the AR listing through the new social campaign.

The deliverable for this goal would be to generate ideas and content for the new innovative campaign, as the Pack-n-Go Girls Journey team has described below. The team believes that through these new ideas, Pack-n-Go Girls can further prove they are worthy of joining AR Catalog. Given that these will most effectively be coordinated with the launch of the next book, Pack-n-Go Girls doesn't expect the AR campaign to be initiated during this semester.

#### New Tactics Pack-n-Go Girls Journey Team Advocates:

Running a contest or giveaway for users who make a suggestion for Pack-n-Go Girls to be included in the AR catalog. This contest can be run through the new social media campaign, where the greatest number of people would likely see it, thus increasing Pack-n-Go Girls chances of joining the catalog.

Offering special incentives or rewards for customers who make a suggestion, such as a discount on future purchases or early access to new releases.

Utilizing customer testimonials and success stories on their new social media campaign to showcase the value and impact of Pack-n-Go Girls and encourage suggestions for the AR catalog.

Reaching out to book bloggers and book reviewers to review Pack-n-Go Girls and encourage their followers to make a suggestion.

Hosting virtual events or webinars to promote the books and encourage participants to make a suggestion.

By exploring these and other creative tactics, the Pack-n-Go Girls can increase the chances of being included in the AR catalog and ultimately increase book sales with schools who only accept books on this list.

Date Begun: Tuesday 3/21/23

Estimated Date of Completion: Monday 4/03/23

---

## **5. Final Report Summarizing Findings:**

As the team approaches the end of the semester, they shall write a final report encompassing their findings and results.

Final Report Begun: Tuesday 4/04/23

Estimated Date of Completion: Monday 4/17/23

Presented Toward Client: Monday 4/24/23 Submitted

to Professor: 5/1/23

\* Note: Dates are a rough estimate. The goal is for the team to work in the agile sense, and complete “2-week sprints.” Each week the team will meet with the client to discuss what was accomplished and further goals.

## **Meeting Agreement**

**Date:** Mondays (Weekly)

**Time:** 4:30PM to 5:30PM MST

**Location:** Online - Zoom:

<https://us02web.zoom.us/j/83670971541?pwd=Kzk5UWlaNmJlTkFDaDJJREQyZ2NmUT09>

In these meetings, Pack-n-Go Girls Journey team and well as Pack-n-Go associates will discuss expectations for the week, results, and other points of interest. Essentially, Pack-n-Go Girls Journey team likes to think of these meetings as little “check-ins” and ensure we all are on the same page and meeting our expectations. Each week prior to the scheduled meeting, Katherine will send Pack-n-Go associates a copy of the weekly agendas. They will cover what the team will be discussing in each meeting. At the end of each meeting, copies of notes taken during the meeting can be provided.



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Type, and sign signatures

Team Members

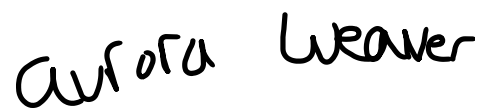
Client(s)

Janelle Diller

 February 9,  
2023

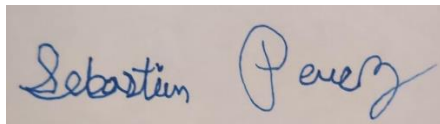
Aurora Weaver

February 9, 2023



Sebastian Perez

February 9, 2023



Katherine Larsen

February 9, 2023





# Scope of Work Version 2 (Final Copy)

## **SCOPE OF WORK**

**March 21st, 2023**

### **Overview**

Describe the context of this course within the framework of the Bachelor of Innovation.  
Include the context of the team's world of work and the client.

The Bachelor of Innovation (B.I.) is a degree program within the University of Colorado Colorado Springs (UCCS). Students learn through an innovation process, which allows them to transform their ideas into impact. The program emphasizes team collaboration to accomplish goals and deliver a product to the client. The B.I. program allows students to take innovation courses at three levels to assist clients to prepare the teams for the real world.

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## **Bachelor of Innovation Team**

Team Leads, phone, email both personal and UCCS, headshots are preferred or a team picture.

Team members, phone and email, and course registration (2010, 3010,4010)

Team Lead:

*Katherine Larsen*

Course Registration: 4010

Email: [klarsen4@uccs.edu](mailto:klarsen4@uccs.edu), [larsenk222@gmail.com](mailto:larsenk222@gmail.com) Phone Number: 303-359-4840



Team Members:

*Sebastian Perez*

Course Registration: 3010

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**Client Information:**

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Co-founder of Pack-n-Go Girls

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Phone Number: 719-210-2141

Pack-n-Go Girls Website: <https://packngogirls.com/>

**Client Background:**

Pack-n-Go Girls reached out Tina Troyer to apply for a BI team for help reinvigorating Pack-n-Go Girls. Both Ms. Diller and Ms. Travis have no prior relation or any connection to UCCS or the BI program. Ms. Travis she has over twenty-five years' experience in performance consulting, customized learning design and delivery, change management, user experience design, and marketing communications. Ms. Diller has written many books such as *The Virus*, *Never Enough Flamingos*, *Never Enough Sister*, and *Never Enough Lilacs*. Together, Ms. Diller and Ms. Travis have written the Pack-n-Go Girls to promote diversity, curiosity, and discovery. Both Pack-n-Go partners have taught college courses, and both have extensive professional experience working with and developing teams. There may be a few additional financial considerations, such as the annual fee to keep the "https://packngogirls.com" domain active, as well as possible costs to using Amazon Attribution (a marketing metric analyzer), and possible costs to utilizing Facebook ads to promote Pack-n-Go Girls.

## **Project Name: Pack-n-Go Girls Journey**

### **Project Purpose**

The ultimate win for Pack-n-Go Girls is to gain more visibility from families, primary school teachers and librarians all across the United States to better improve their market sales.

Three project benchmarks *to reach* by the end of the semester. For *each* benchmark:

Identify all deliverables that support benchmark achievement.

Each deliverable needs to have a projected date of completion.

Each deliverable needs to have measurable outcomes

Identify financial requirements if necessary

### **Benchmarks:**

Help Invigorating Social Media Outreach

To accomplish this goal, the Pack-n-Go Girls Journey team will spend 2 weeks independently analyzing each of Pack-n-Go Girls associated social media accounts: Facebook, Pinterest, and Instagram. The Pack-n-Go Girls Journey team will help suggest how to change and improve the content that will be posted to help raise engagement and awareness levels. This will involve researching how to boost a post within Facebook to increase audience levels, how to place an advertisement auction, as well as create a Facebook shop, and utilize Meta Ads Manager. The team may encourage additional accounts to be created depending on their findings, such as Tik-Tok, as well as Ed-Web, which are commonly used in the education community.

Date Begun: Tuesday 2/7/23\*

Estimated Date of Completion: Monday 2/20/23 --> Present Findings



## 2.) Walkthrough on Amazon Attribution and Suggestion of Keywords to Utilize

Knowing that Amazon sales are more prevalent than on Pack-n-Go Girls' website, the team would specifically like to analyze their Amazon marketing and sales techniques through the Amazon application called *Amazon Attribution*, which can deliver insights into how Pack-n-Go Girls' non-Amazon marketing channels are driving engagement and sales on Amazon.

The team will provide a list of 100 keywords to be used in Amazon ads to better help target the audience of parents and grandparents. The team will explain the importance of how keywords are matched to shopping queries that customers use to look for products on Amazon and determine when ads may appear. The team will analyze Pack-n-Go Girls' current Amazon data on keywords within a software called "Publisher Rocket." Publisher Rocket is a tool Pack-n-Go Girls currently uses, and provides real data that shows you exactly what Amazon customers type into Amazon, as well as how many people search for those keywords every month. Additionally, the Journey team will run their list of 100 keywords through the application, to determine if they are a good fit, by seeing if the Competitors score is less than 30, or if Amazon searches per month are above 1000.

Date Begun: Tuesday 2/21/23

Estimated Date of Completion: Monday 3/6/23

## 3.) Create a Guidebook on How to Set up Ads on Facebook/Instagram/Pinterest

The Pack-n-Go Girls Journey team understands how difficult it can be to market on Facebook/Instagram/Pinterest, especially when technical jargon is used. To better help Pack-n-Go Girls understand how to set up effective Facebook and Instagram advertising on an ongoing basis, the team plans on creating a guidebook. The goal of this guidebook would be to simplify the advertising setup and be easy for anyone to understand, so that Pack-n-Go associates can set up advertising on their own. Additionally, a tutorial will be provided on how to create and edit Pinterest boards to attract new users.

Date Begun: Tuesday 3/7/23

Estimated Date of Completion: Monday 3/20/23

#### 4.) Creation of Two Separate Social Media Campaigns

After analyzing Pack-n-Go Girls marketing approach, the Pack-n-Go Girls Journey Team will make advertisements within Facebook and Instagram that will be published on a chosen date of the associates of Pack-n-Go Girls. The team will create two campaigns within Meta. Running each campaign in Meta, allows for Pack-n-Go Girls to choose on what platform they would like to run the campaign. For instance, the evergreen campaign can be run year-round on Instagram for a teacher audience. But a summer long campaign can be created for Facebook, for parents and grandparents to see:

*An Evergreen Educational Campaign:* This campaign will be created in the context of being shown all year round. The evergreen campaign would work to promote the purchasing of in-classroom activities, exploration kits, as well as books. Ideally, this campaign will be ran on Instagram where teachers will most likely spend their time, in comparison to parents and grandparents. A total of 4 advertisements will be created by the Journey team (1 advertisement ran every 3 months for a total of a year.)

*A 2023 Summer Campaign:* This campaign will be run during the summer to promote the “Summer Reading Adventure.” This campaign will be run on Facebook, where parents and grandparents spend their time. The team would create a total of 3 advertisements, which Meta would rotate and prioritize throughout the summer.

In summary, through this two-week sprint, the team not only will analyze Pack-n-Go Girls social media outreach prior to applying for a BI team, but Pack-n-Go Girls Journey team will begin to suggest and develop new changes to social media, such as writing diverse posts, and posting frequently.

Date Begun: Tuesday 3/21/23

Estimated Date of Completion: Monday 4/10/23

---

#### 5. Final Report Summarizing Findings:

As the team approaches the end of the semester, they shall write a final report encompassing their findings and results.

Final Report Begun: Tuesday 4/11/23

Estimated Date of Completion: Monday 4/17/23

Draft 1 Complete by: Monday 4/24/23

Final Report Presented to Client and Submitted to Professor: 5/1/23

\* Note: Dates are a rough estimate. The goal is for the team to work in the agile sense, and complete “2-week sprints.” Each week the team will meet with the client to discuss what was accomplished and further goals.

## **Meeting Agreement**

**Date:** Mondays (Weekly)

**Time:** 4:30PM to 5:30PM MST

**Location:** Online - Zoom:

<https://us02web.zoom.us/j/83670971541?pwd=Kzk5UWlaNmdlTkFDaDJJREQyZ2NmUT09>

In these meetings, Pack-n-Go Girls Journey team and well as Pack-n-Go associates will discuss expectations for the week, results, and other points of interest. Essentially, Pack-n-Go Girls Journey team likes to think of these meetings as little “check-ins” and ensure we all are on the same page and meeting our expectations. Each week prior to the scheduled meeting, Katherine will send Pack-n-Go associates a copy of the weekly agendas. They will cover what the team will be discussing in each meeting. At the end of each meeting, copies of notes taken during the meeting can be provided.

---

Type, and sign signatures

Team Members      Client(s)

Katherine Larsen      Janelle Diller    March 23<sup>rd</sup>, 2023

March 23<sup>rd</sup>, 2023

Katherine  
Larsen

Janelle Diller

Aurora Weaver  
March 23<sup>rd</sup>, 2023

Aurora Weaver

Sebastian Perez  
March 23<sup>rd</sup>, 2023

Sebastian Perez



## **Meeting Notes February 20<sup>th</sup> – May 1<sup>st</sup>, 2023**

### **February 20, 2023**

- Lisa is more familiar with Facebook than Janelle
- They don't ship out books Amazon does it for them
- They had hired a social media person to set everything up
- Pinterest- needs to be touched upon
- Can we have access to the Pinterest password?

Their questions

- Can we find peak times for age ranges on Facebook and Instagram?
- Can we create a how-to guide for Pinterest?
- Can we clean up Pinterest?
- How does the algorithm work for Facebook?

Our question for next time

- What does Lisa know about Meta Management

### **February 27, 2023**

- No Amazon Budget
- Create a Pinterest job guide and direction going forward
- Look further into Facebook Shop
- Facebook Shop how-to guide
- Look at what they have done so far

Their Questions

- Should we target just a few book ads?
  - Underspending for keywords?
  - Do we need all these keywords they currently have?
  - What does Amazon recommend for Amazon ads?
  - Should they focus more on high prices ones/ more popular keywords?
  - Can you link Amazon to Facebook Shop?
- Do they have to pay for Shopify?

Our Questions

- Are they part of brand registration? - No they are not

### **March 6, 2023**

- Kindle entrepreneur
- Publisher Rocket
- Suggest keywords
- List asin numbers
- Keywords are from 2019

Their questions

- Can we look into the legality of email blasts?
- Can you find a link to the cancellation for Helium 10?

### **March 13, 2023**

- Publisher Rocket
- We can use their version of Publisher Rocket using their email
- Type in Keywords to see average pages, number of competitors, average price, monthly earnings, est. Amazon searches/ month, and competitive score
- Average pages= pages in the books
- Competitive score= have a shot at leveraging score?
- The competition analyzer shows author, age asbr, number of pages kwt, daily sales, and monthly sales
- Category search shows about the book category sales, publisher, kindle, but doesn't really help with keywords
- AMS keywords search gives books, author asin associated with keywords
- Keywords are important for Metadata and Amazon

Their Questions

- Can we go through and see how we can leverage info and use it correctly with them?
- What do we prioritize with it?
- Can we do a deep dive into it and make recommendations?

### **March 20, 2023**

- Look into where ads should be placed
- Develop one ad to run for teachers and summer reading then make suggestions on when and what to post
- Search enabled keywords
- Don't have a budget for keywords ( \$100 a month)
- The final list of keywords
- Pinterest boards- summer crafts, teachers' crafts, and teacher resources
- Scrap AR catalog



Their questions

- Audiences and bids?  
Is there more information for audiences? How to choose? Make some data that backs it up?
- How to set up bids? Which should they be using and why?
- Can we develop a few ads? An evergreen ad, summer reading, possibly targeting teachers?

### **April 3, 2023**

- They don't need physical copies

Their question

- What demographics specifically should they choose for advertising on Facebook?

### **April 10, 2023**

- They have pictures and will send them
- We can change the interest
- We can't see past campaigns
- Pinterest is doing well

### **April 17, 2023**

- Don't want to say "sign up" use adjectives and attraction words
- Look into how to make it so they can see campaigns
- Relook into "free" images
- They do have Meta Pixel
- Will give access to Canva
- They would give away a 5 country book set
- Change classroom set wording
- Add teaching grade level in the interest
- Adventure kit has items just different than the summer one
- Move bag ad in November, run longer
- No dolls
- Add country interest
- Parents of multinational kids in interest
- Janelle may not be there next week.

Their question

- What's the news feed on Instagram?

### **April 24, 2023**

- Next week we will present the final report



## Contact Information

### Journey Team Contact Information:

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## Iteration I: Social Media Invigoration

### Pack-n-go Girls Journey Team

#### Iteration #1

Help Invigorating Social Media Outreach

February 7<sup>th</sup> 2023 – February 20<sup>th</sup> 2023



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## Questions:

- 1.) Would you like us to post these ads before this semester ends? Or would you like us to generate the ideas, but you will post them near the release date of the new book?
- 2.) What is your budget for marketing this year? We would be happy to help you generate an estimate for what you should spend on marketing, though are there any baseline you want to start at? ~1000?

|    |               |      |         |         |         |         |         |  |  |  |  |
|----|---------------|------|---------|---------|---------|---------|---------|--|--|--|--|
| 5  | Expenses      |      |         |         |         |         |         |  |  |  |  |
| 6  | Entertainment | 181  | \$295   | \$517   | \$506   | \$489   | \$535   |  |  |  |  |
| 7  | Gifts         | 0    | \$0     | \$0     | \$0     | \$0     | \$25    |  |  |  |  |
| 8  | Hotel         | 0    | \$0     | \$735   | \$0     | \$224   | \$0     |  |  |  |  |
| 9  | Legal         | 995  | \$1,195 | \$1,518 | \$0     | \$55    | \$165   |  |  |  |  |
| 10 | Marketing     | 1003 | \$1,346 | \$7,203 | \$1,758 | \$4,343 | \$1,008 |  |  |  |  |



# Keywords:

What is the audience looking for when they look into Pack n Go Girls?

1. Pack-n-Go Girls
2. Pack
3. Go
4. Girls
5. Book
6. Books
7. Fun
8. Activities
9. Children
10. Kids
11. Elementary School
12. Diversity
13. Inclusion
14. Children's books
15. Multicultural
16. Representation
17. Equity
18. Empathy
19. Cultural competence
20. Acceptance
21. Tolerance
22. Identity
23. Difference
24. Diverse characters
25. Racial diversity
26. Inclusive language
27. Cultural awareness
28. International stories
29. Authenticity
30. Social and emotional learning
31. Adventure
32. Discover
33. Exploration
34. Journey
35. Self-discovery
36. Courage

- 37. Bravery
- 38. Exploration
- 39. Discovery
- 40. Curiosity
- 41. Classroom
- 42. Imagination
- 43. Mystery
- 44. Fantasy
- 45. Magic
- 46. Quest
- 47. Epic
- 48. Hero
- 49. Wilderness
- 50. Teaching
- 51. Expedition
- 52. Trailblazing
- 53. Personal growth
- 54. Coming-of-age
- 55. Resilience
- 56. Challenge
- 57. Exploration
- 58. Wonder
- 59. Creativity
- 60. Enchantment

# Social Media Review of Pack-n-Go Girls

## FACEBOOK:

824 likes • 838 followers

**Last Post:** 07/06/2021

Example Facebook Post:



**Pack-n-Go Girls**

July 3, 2021 · 🌐



Looking for a fun, educational way to keep your kids busy? Go global with our FREE five week Pack-n-Go Girls Summer Reading Adventure. The adventure began July 7th. Don't miss out!  
<http://ow.ly/gEW350FagUh> #kidlit #summerreading #kidstravel #kidsactivities #familytravel

Note how the hyperlink becomes lost with hashtags.

Traditionally, it is good to let posts be short. But sometimes length is better especially when promoting events like this one is, and you are trying to draw people in:

The post only advertises it as “free” → To engage more readers, perhaps we could length the post to be:

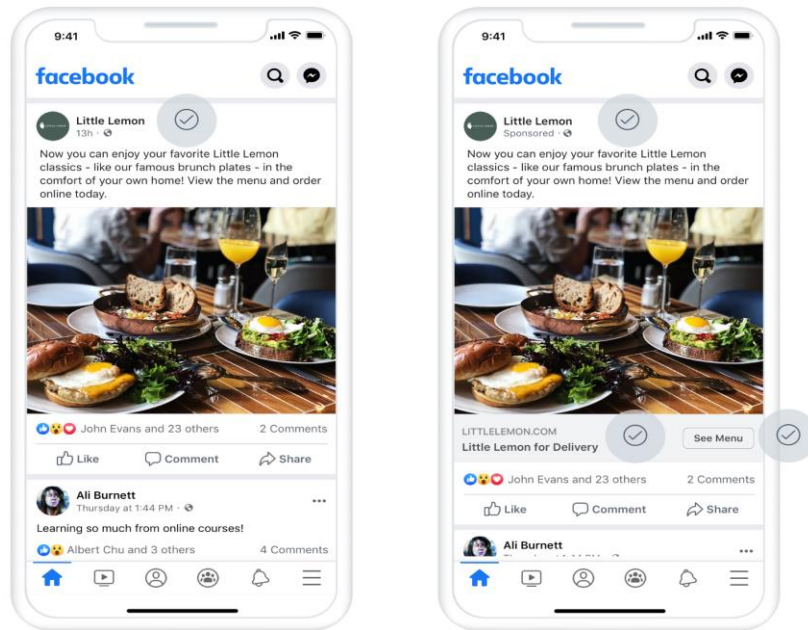
“Looking for an **epic summer** adventure that will take you on a global journey without ever leaving your backyard? Look no further than Pack N Go Girl's Summer Reading Adventure!

Get ready for five weeks of **thrilling exploration**, as you join characters from our **bestselling books** on a journey that will take you to some of the most **fascinating and far-flung corners of the world**. From the rainforests of South America to the bustling streets of Bangkok, each week will bring **new surprises and discoveries** that will ignite your imagination and keep you on the edge of your seat.

But that's not all! As you travel the globe with our **intrepid heroines**, you'll also get a taste of some of the world's most delicious and exotic foods. With recipes from around the world, you'll learn how to whip up everything from spicy Thai curries to sweet French pastries.

**So what are you waiting for? Join us on this incredible Summer Reading Adventure, and let the journey begin!** Click here to learn [more](#):

**Comparison of Post vs. Ad:** We can see on the left, there is no sponsored title, no quick and easy option to shop from.



When ads are sponsored, they reach a wider audience. The shop makes it much easier to click on rather than look for a buried hyperlink somewhere. Writing posts is a great way for readers to learn more about you! Posts should be short and sweet to the point. But there are other ways of generating content, such as through the creation of videos!

Videos should also be short as well. An ideal length varies depending on the social platform.

### **Ideal Video Lengths:**

Facebook = 5 minutes

Tik-Tok = 3 - 6 minutes

Instagram = 1 - 3 minutes

### **Video Ideas:**

- Make recipes themselves (possibly with children) and post pictures
- Make quick demonstrations of reading in libraries and in schools
- Discuss recent trips and important lessons children should take away
- Contests or giveaways are a good draw in for likes, comments, and new subscribers.

# ADVERTISEMENT IDEAS:

## COOKING AROUND THE WORLD WITH PACK N' GO GIRLS! A CULINARY CULTURE QUEST

Idea is to post a quick video that demonstrates cooking the dish from around the world based on Pack N Go Girl Books. If a video is not preferred, a single picture of the dish can be provided (as shown below) If a picture is in the post, drawings of the characters may want to be included to better help attract views. Pack N Go Girls Journey team recommends posting a witty quick sentence relating to the books to help draw new audience members in.



### January

Brooke, Eva, Izzy, Patti, Nong, Jess, Júlia, Sophia, Windy, Chloe, and Jacko are looking forward to spending the new year together! What new year resolutions do you have? Join Patti, an aspiring chef, from *The Mexico Adventures*, as she reaches for her goal of learning new recipes to share with others!

Come back here each month to see Patti's wonderfully showcased varieties of food from all around the world! Patti can't wait to help you make these amazing dishes for your own family to try!

Separate Post [Week after initial post]:

[Sesame beef skewers with Thai salad](#) → Thailand



Patti found a great way to kick off the new year with some yummy sesame beef skewers. These skewers are easy to make and a fun way to spice up boring old dinners.

## February

[Molè](#) → Mexico



Did you know that the word mole comes from the Aztecs' molli (or mulli), which just means sauce. This special sauce can be used to make many amazing dishes such as [turkey mole tacos](#) and [chicken mole](#). We think this is one dish Izzy would love to try while on her trip to Mexico

## March

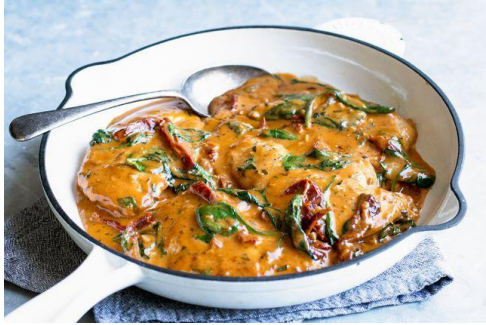
[Brazilian Vinaigrette Salsa](#) → Brazil



This salsa is a great way to spice up your traditional grilled chicken or fish. Julia recommends this side with almost any meal!

## April

[Creamy Tuscan chicken](#) → Australia



Creamy Tuscan Chicken is a popular dish all over the world, even in the Great Outback! This is a great meal to have before settling down for the night with *Mystery of the Min Min Lights*.

## May

[Tiroler Gröstl](#) → Austria



This recipe is a favorite of those who like skiing and hiking in Tirol. We know Brooke and Eva would enjoy this meal in between discovering the mysteries of the Ballerina Ghost and *The Mystery of the Secret Room*.

## June

[Thai Mango Sticky Rice Dessert](#) → Thailand



This yummy classic is usually served as street food in Thailand but with a few easy steps you can make it at home! This special treat pairs perfectly with *The Mystery of the Golden Temple*.

## July

[Brazilian Lemonade](#). → Mystery of the Toucan



If you're ready to cool down from the hot July sun we have the perfect drink for you. Brazilian lemonade is one of the most popular drinks in Brazil and can be adjusted to your taste! We wonder if Sophia and Julia drank this after such an exciting adventure in the *Mystery of the Toucan*?

## August

[Chicken Marie](#) → Australia



Kangaroos are not the only ones that roam Australia! Did you know chickens roam the country freely and can be commonly seen around the Great Outback? Try this kicking' Chicken Marie, sure to spice up your day to help keep you ready for the next adventure! Wendy Lee and Chloe Taylor would love to try some after staying up all night trying to catch a sheep-stealing UFO in *Mystery of the Min Min Lights*?!



## September

[Mexican chicken casserole](#) → Mexico



Want something new and exciting? Try this meal, a Mexican chicken casserole, a fun and easy dish to make! Maybe Izzy and Patti can help you identify the ingredients, from their recent trip to Mexico in *Mystery of the Disappearing Dolphin*

## October

[Linzer Torte Recipe](#) → Austria



Looking to stay out of the cold this spooky season? Warm up with a delicious Austrian berry pie, while discovering the secrets of a spooky ghost and a doll in *Mystery of the Ballerina Ghost and the Mystery of the Secret Room*.

## November

[Pan de Muertos](#) (Mexican Bread of the Dead) → Días de Los Muertos November



Does anyone truly know what happens after you die? Well no matter what happens you still have to remember those who passed and celebrate their lives. You can enjoy these pieces of bread while reading *Mystery of Thief in the Night* to ponder an Amazonian mystery.

## December

[Brazilian Flan](#) → Brazil



Want to have a sweet end to your year? Why not have a fun dessert to celebrate, while you read *Mystery of the Lazy Loggerhead* to slowly end your year with the kids!

## UNLOCK THE THRILLS OF GLOBAL EXPLORATION WITH PACK-N-GO GIRLS!

### January Post:

Are you ready to embark on an epic adventure this new year? Then join the Pack-n-Go Girls and let the magic begin!

With exciting new characters to meet, thrilling mysteries to solve, and exotic foods to sample, the Pack-n-Go Girls are your passport to a world of adventure and excitement. And with our fun and engaging activities, crafts, and games, you'll never be bored.

So, what are you waiting for? Let the adventures begin! Join the Pack-n-Go Girls today and discover a world of wonder and excitement. Click [here](#) to get started!

### February Post:

Celebrate Valentine's Day with the Pack-n-Go Girls! Our bestselling children's book series is the perfect way to share the love and inspire your little ones to explore the world around them. With brave and adventurous heroines, exciting mysteries to solve, and fascinating destinations to discover, the Pack-n-Go Girls will capture your child's heart and imagination. So why not spread the love this Valentine's Day and introduce your child to the world of Pack-n-Go Girls? Happy Valentine's Day from the Pack-n-Go Girls team! ❤️ 🌍

**March Post:**

We're celebrating Women's History month by empowering young girls with Pack N Go Girls stories, teaching young minds everywhere the importance of discovery, diversity, and belonging. Pick up your copies by clicking [here](#) today to brighten your child's day!

**April Post:**

Did you know German is spoken not only in Germany but also in Austria? Learn more about Austria with our friends Brooke and Eva in the *Mystery of the Secret Room*. For even more fun facts check out our [Austria Country Exploration Kit](#).

**May Post:**

This month we are celebrating Asian Pacific Heritage Month with Wendy Lee and Nong May Wattana. Wendy Lee thinks it's pretty cool that she has two names her American one and Lee Wen Chi her Chinese name. Wendy loves having a connection to her Chinese roots and still being an all-American girl. Nong May grew up right outside of Chiang Mai in the Mae Sa Valley on an orchid farm. She loves to talk to the people from different countries that come to help her mom support the village schools. You can learn all about Wendy Lee and Nong May Wattana at the [Pack N Go Girls website](#).

**July Post:**

This summer explore Thailand with Jess Johnson and Nong May Wattana in *The Mystery of the Golden Temple*. Get to know all about Thailand in the "What to Know Before You Go" section of the book.

**Posting from September 15 - October 15:**

This Hispanic Heritage month we want you to get to know some of our amazing Pack N Go Girls. We invite you to get to know Patti Cruz Delgado who loves helping her mom and dad in their restaurant and hotel. Sofia Diaz, Sofia spends a lot of time with her gymnastics team, The Xtreme Flippers. Júlia Santos lives in a city right smack in the Amazon, she uses every opportunity to learn more about the jungle on each adventure she takes. [Learn all about](#) these adventurous girls and the mysteries they solve.

**Winter Posting: November - December**

Looking to stay warm this winter season? Pick up *Mystery at the Christmas Market* today for a good fireside reading. Join Elise, Annie, and Josephine as they look into mysterious happenings at a ski resort and help uncover the true meaning of friendship.

**Other General Posts:**

With our bestselling children's book series, you'll journey to some of the most incredible and awe-inspiring destinations on the planet, all from the comfort of your own home. From the sun-kissed beaches of Mexico to the snowy forests of Austria, our brave and adventurous heroines will take you on a journey that will leave you breathless. Click [here](#) to start your own adventure!

# FACEBOOK ADVERTISEMENT STEPS:

## About Facebook Advertising

1.) **Must set and know target audience:** Parents, Grandparents, Teachers

- **Promote your website and get more website visitors:**

Pack-n-Go Girls website (or Pack-N-Go Girls Amazon site) can gain more visibility through numerous ways:

### Option 1.) Boost a Post:

Boosted posts are ads you create from existing posts on a Facebook Page. Boosting a post can help it to receive more reactions, shares and comments and can reach new people who are likely to be interested in your Page or business but don't currently follow it.

For example, Marry wants to start advertising the new Little Lemon delivery service. She shares a post with pictures of menu items on the Little Lemon Facebook Page, which gets a lot of engagement through comments, likes and shares. Since Little Lemon followers seem enthusiastic about the delivery service, Marry wants to attract more attention and decides to boost her post.

#### Things to Consider when Boosting a Post:

**a. Boost a post to help grow a business Page.** Boosted posts can reach and increase awareness for people who don't already follow your page.

**b. Set a website as the destination of a boosted post.** Direct people to your website to help increase traffic and conversions.

**c. Start with popular posts.** Boost posts that have had large engagement and success with your existing audience. There is a high chance new customers could engage with the content in a similar way.

**d. Have high-quality creatives.** The images and videos on a Page may provide people with their first encounter with a business, so use posts with the highest quality visuals to represent your brand.

**e. Boost a post for seasonal moments.** Timing posts to special moments or holidays can help increase engagement.

### 3 Step Process to Boosting a Post:

**1.) Who do you want to reach: you'll pick a target audience of the type of people you want to connect with:**

When you boost a post or promote your Page, you select the audience you want to see it. Choose people who like your Page, extend it to their friends, or even select a new audience. This would be a good step for Facebook Groups with lots of parents, as it spreads the word faster. (i.e how often do books come up in conversation? Spreading it via Facebook is more efficient)

**2.) Set your max budget: you'll tell Facebook exactly how much you want to spend over the course of your entire campaign:** The cost of boosting a post on Facebook varies based on factors such as the target audience, the duration of the boost, and the amount of competition for the audience's attention. Facebook offers a range of budget options, so ultimately, you're in control of how much you spend on a boost or promotion. One budget you may select is the per-day price of boosting a post. Depending on the audience and budget you choose, you may or may not reach the maximum amount of your budget each day.

**3.) How long you want to run your ad:** once you click Boost and your ad is approved, people in your target audience will see your ad in their Feed for the duration you've set

Overall, boosting a post can be an effective way to increase the visibility of your content and reach a larger audience on Facebook.

## Option 2.) Facebook Ad Auctions

Imagine you own an online clothing store and you want to promote your new winter collection to a target audience of women aged 25-35 who live in the United States and are interested in fashion.

You create an advertisement for your new collection on Facebook and set the target audience, budget, and bid amount. The bid amount is the maximum amount you are willing to pay for each click or view of your ad.

When you submit your ad, it goes into an auction against other advertisements targeting the same audience. The auction takes into account your bid amount, the relevance of your ad to the target audience, and the expected performance of your ad.

**If your ad is deemed relevant and likely to perform well, Facebook will show it to users within your target audience. If someone clicks on your ad, you pay the bid amount. If no one clicks on your ad, you don't pay anything.**

**In this way, Facebook's bidding system allows you to reach your desired audience while controlling your advertising costs.**

**Option 3.) Through the linkage of [Facebook Shop](#) (See below)**

## How Payment Works:

When you create your first ad, you'll add a payment method to your account. Your payment method is what you'll use to pay for that ad and future ads.

When you'll be charged for your ads depends on how you pay for them. As you advertise on Facebook, you'll pay in one of two ways:

**Automatic Billing:** You won't pay for your ads right away. Instead, you'll accrue ad costs as your ads run, and we'll automatically charge you on your monthly bill date and when you spend a certain amount known as your billing threshold. Charges will go to your primary payment method, and you can add, change and remove payment methods at any time. This is how you'll pay if you use PayPal or most credit and debit cards to purchase ads.

**Prepaid Funds:** You'll add money to your account before your ads run, and we'll deduct from that amount up to once a day as your ads are running. This is how you'll pay if you use one of these manual payment methods to purchase ads, though you can also add money to your account with a credit or debit card with most manual payment methods.

**If you were to post the ads, Facebook Blueprint is a good place to start, has 15 minute tutorials.**



# **Social Media Review of Pack N Go Girls**

## **INSTAGRAM:**

2,300 views/month, • 217 followers

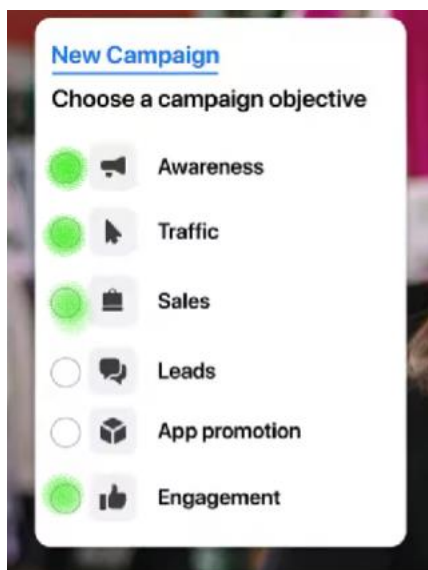
**Last Post:** 2021

# Creating a new Campaign: Meta Ads Manager

Both Facebook and Instagram use Meta Ads Manager together. Meta Ads Manager allows you to reach a larger audience without having to confusingly manage between two different applications.

[Quick video demonstration of how easy it is to create an ad:](#)

## Step 1.) Chose Campaign Objection(s):



Pack N Go Girls Journey team felt it would be best if Pack N Girls focused their ads on Awareness, Traffic, Engagement, Sales, as shown highlighted above.

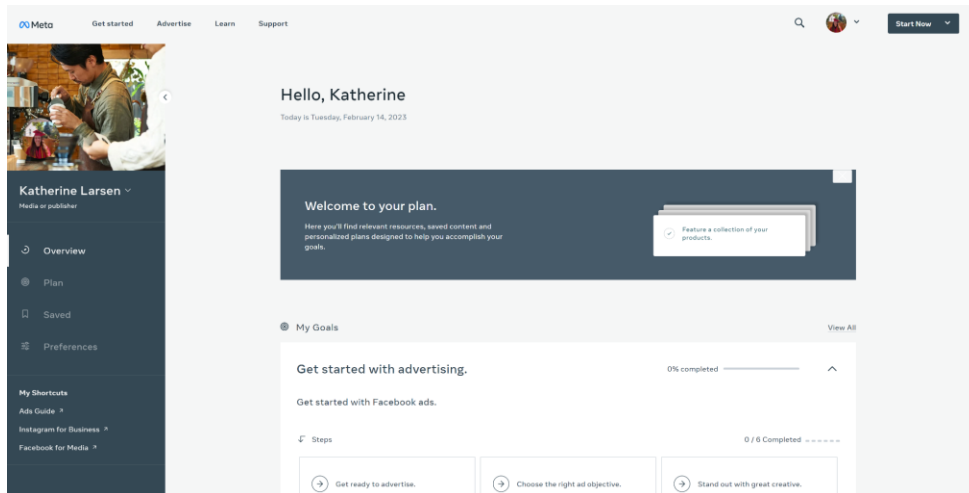
## Step 2.) Set Budget and Schedule

Facebook Ads Manager is free to use. You can create an account and start setting up and managing your Facebook advertising campaigns without incurring any fees. However, you will need to pay for the actual ads you run on the platform.

When creating an ad, you can set a budget for how much you want to spend on the ad and the duration of the campaign. The cost of running an ad on Facebook can vary depending on factors such as the target audience, the competition for the audience's attention, and the type of ad you choose to run. (See below for more on this)

**Step 3.) Choose audience** As shown in the demographics below, Pack n Go Girls Journey team feels as though parents and grandparents should be targeted on Facebook, and teachers should be targeted on Instagram using Meta Ads Manager

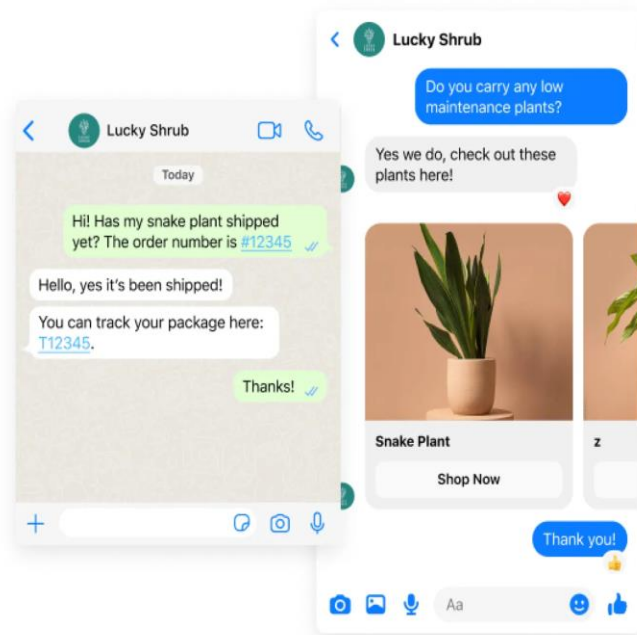
**Step 4.) Choose an Ad format to create what your users would see.**



**Example page of the home screen on Meta Ads manager: Interface is super simple to understand!**

# Free Tools That can be Used within Meta Ads Manager:

- 1.) **Share content with followers:** Posts are a great way to stay top of mind with your followers by sharing the content you care about.
- 2.) **Connect with customers**



- 3.) **Build Presence:** Creation of Live Videos would be good for new promotion of book, at school readings, book fairs, book signings, etc.

## a.) **Create a [Facebook Shop](#)**

Facebook shop is a business page tab application where potential customers can buy Pack N Go Girl products directly. It allows your potential customers to get to know your brand, and also to share & purchase your products without leaving Facebook! A Facebook Shop gives you a 'storefront' so you can make it look more like your own site.

It can help you with engaging potential customers, driving new sales, building brand awareness, and offering deals and promotions. Facebook makes it quite easy for you

to target users with specific interests, likes, and behavioral patterns — thus, allowing you to find your narrow audience.

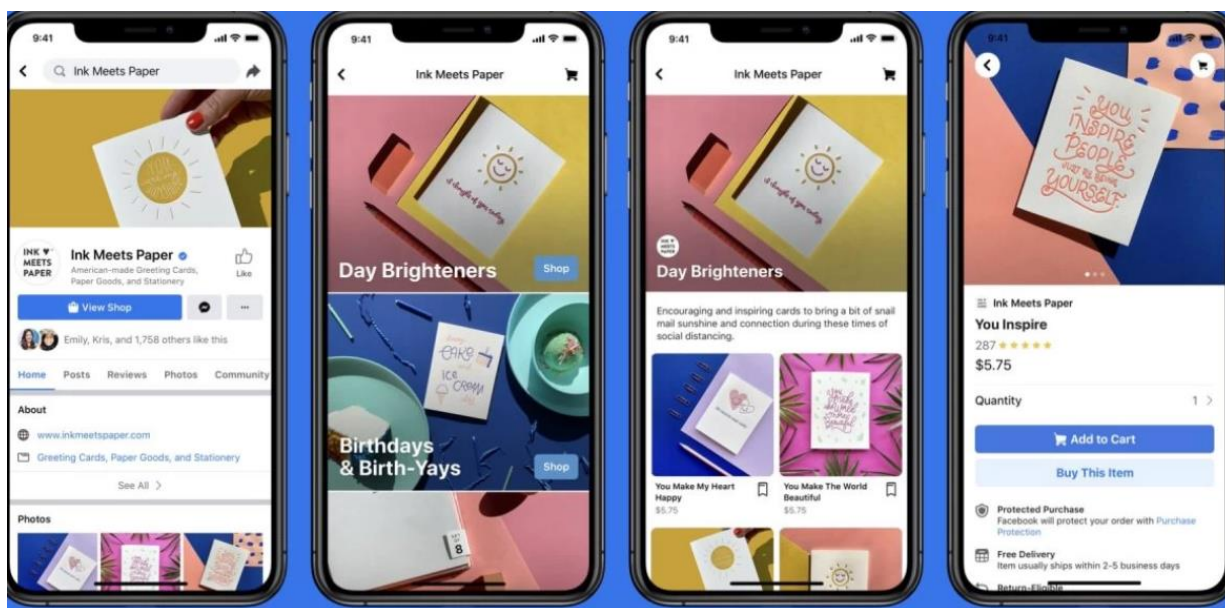


Figure 1: Example of how Facebook Shop would look.

Facebook Shop is free to use for businesses. However, there may be fees associated with payment processing and other services depending on the payment methods you offer and the services you choose to use. For example, if you use Facebook Checkout to process payments, Facebook will charge a small fee for each transaction. Selling fees by Facebook Market is currently being waved through June 30<sup>th</sup>, 2023. But **traditionally, the selling fee is 5% per shipment, or a flat fee of \$0.40 for shipments of \$8.00 or less.** Pack N Go Girls would keep the rest of their earnings.

Here's an example of how Facebook apply the selling fee to sales. Let's say that you're fulfilling an order with multiple items in 2 shipments:

If the first shipment is \$10.00 USD, Facebook will deduct \$0.50 for the selling fee. (5% of \$10.00)

If the second shipment is \$6.00, Facebook deducts \$0.40 for the flat fee. (just the flat fee)

---

## In Comparison to Amazon:

The fee that Amazon charges sellers varies depending on the type of product being sold and the seller's account type.

For example, for individual sellers (those who sell fewer than 40 items per month), Amazon charges a referral fee of 15% of the item's sale price, with a minimum fee of \$0.30 per item sold.

**For professional sellers (those who sell more than 40 items per month – Looking into Pack N Go Girls financials, Pack N Go Girls sells about 48 books on average per month),** referral fees can range from 6% to 45% of the item's sale price, depending on the product category. In addition to the referral fee, Amazon may also charge a variable closing fee and a shipping credit, if applicable.

## SECTION II: Focus on Teachers, Classroom, and Libraries

### Social Media Review of Pack N Go Girls

#### PINTEREST:

**Visual discovery is the name of the game!**

- Create more post directed at teachers
- Pinterest is full of student project examples and lesson suggestions, like ideas for poetry lessons or teaching equivalent fractions. Many educators use this platform and add pins (links with the image featured) to lots of teacher-friendly resources

**Ways to promote on Pinterest:** <https://www.evergreenauthors.com/blog/pinterest-for-authors>

**Pinterest is more of a search engine than a social media site.** Like Amazon, people are going to Pinterest to shop. If your book is exactly what they're shopping for, you have an immediate sale.

#### **Pinterest Influences the Shopping Decisions of its Regular Users**

Compared to other social media platforms, people who use Pinterest weekly are seven times more likely to say it's the most influential platform in their purchase journey. What's more, on top of discovering new favorite products, it's also a place where they fall in love with brands. The majority of Pinner (70%) describe the platform as a place they go to find new services and products that they can count on.

Shoppers on Pinterest have **85% bigger baskets** than shoppers on other platforms. What's more, they spend **twice as much per month**.

**No worries about “likes” or comments and having to hustle for followers.**

**Pinterest is highly visual.** Pinterest prides itself in beautiful pins, meaning authors with beautiful book covers already have content that is going to be perfect for the platform.

**If your book has illustrations, videos, demos, or other visual elements, Pinterest is the perfect place to advertise them.**

**Pinterest is like a bonus website:** Pinterest is about so much more than advertising your book—it’s about showcasing all the things that interest and inspire your work. For authors, this means you can have boards about your favorite books, quotes, authors, businesses, and blogs that inspire your work. People can find you through multiple avenues, all through your pins.



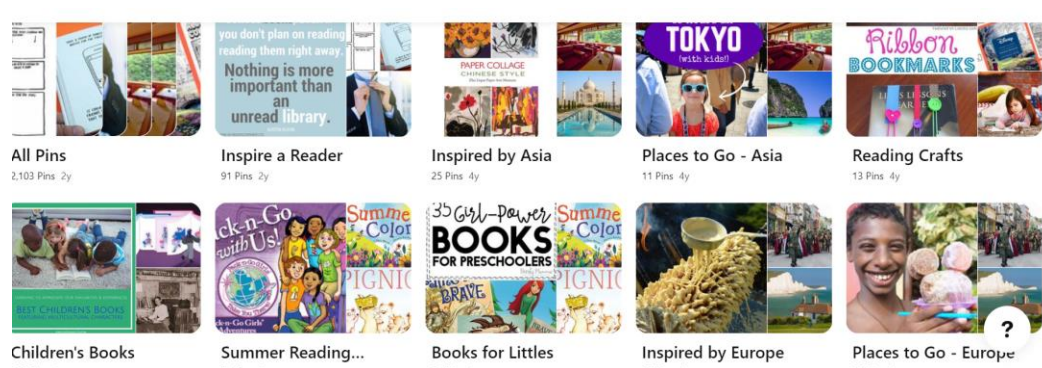
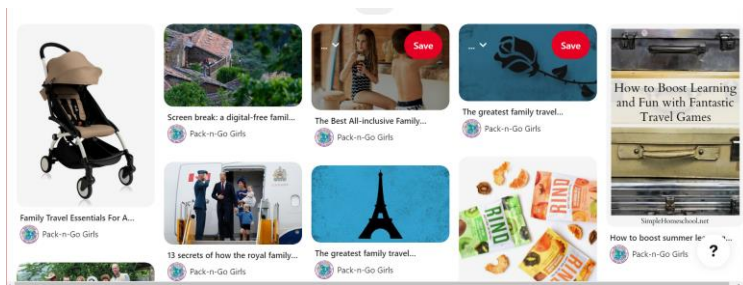


## Pack N Go Girls Boards Currently:

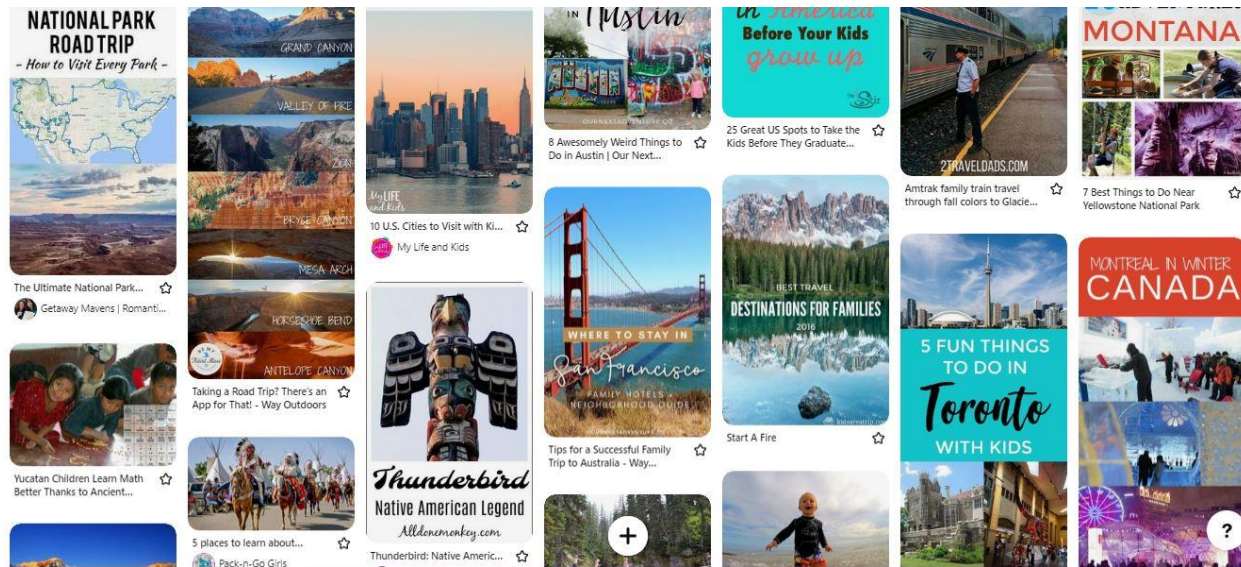
1. Congested boards
  - a. Some boards are separate when they can be together (i.e inspired by Asia and Places to Go Asia)
  - b. Many pins on boards are duplicated.
  - c. There are many boards to look through.

## 2. Color Scheme and Overall Theme should flow together

We can see in this example, there are random pops of blue that do seem to flow with rest of board.



## Example Sectional Board:



## Example of Pattern Board:



# Social Media New #1!

## Ed Web

- A social networking website that makes it easy for anyone in the education community to connect with peers, share information and best practices, spread innovative ideas, and provide professional development.
- The organization may invite their own employees, customers, prospects, contacts, and members to join their edWeb.net Communities, but only professionals involved in education or individuals with a professional interest in education are eligible to join
  - Other educational social media sites require users to be actual teachers currently teaching within a primary school. We found Ed Web to be the most welcoming to join. As long as users have a professional interest in education they may use the application. Having a connection to schools already allows Ed Web and Pack N Go Girls to be the perfect fit!
- EdWeb is primarily designed as a web content management system, which means that it is focused on creating and managing website content. Given how Pack N Go Girls has a website already for the public, creating one here to advertise content more so related to blogs, videos, new sections for educators to become interested in your activities, could allow the outreach to schools become that much stronger.
- Additionally, EdWeb has several integrations with other services that can help you manage and distribute your content more effectively. For example, EdWeb includes built-in social media integration that allows you to share your content on popular social networks like Facebook → Just another way to reach a larger audience

**Membership is free:** Creating an account and becoming a member of the EdWeb community is completely free. As a member, you can access a wide range of resources, participate in online discussions, and attend webinars.

**Premium plans:** EdWeb does offer premium plans that provide additional features and benefits, such as additional support, custom branding, and advanced analytics. The cost of these plans varies depending on the specific features and services you require. To get a quote for a premium plan, you can contact EdWeb directly.

## Why should I join?

edWeb makes it possible for educators to participate in online professional learning communities that are more open and inclusive, immediate and relevant, engaging and fun. It's been said that virtual professional learning is one of the wins from the pandemic

**How to join:** <https://www.edweb.net/join>

**Ed Web Communities:** edWeb communities are a great way to collaborate with educators around the globe with similar interests. To create a new community:

## Log into edWeb

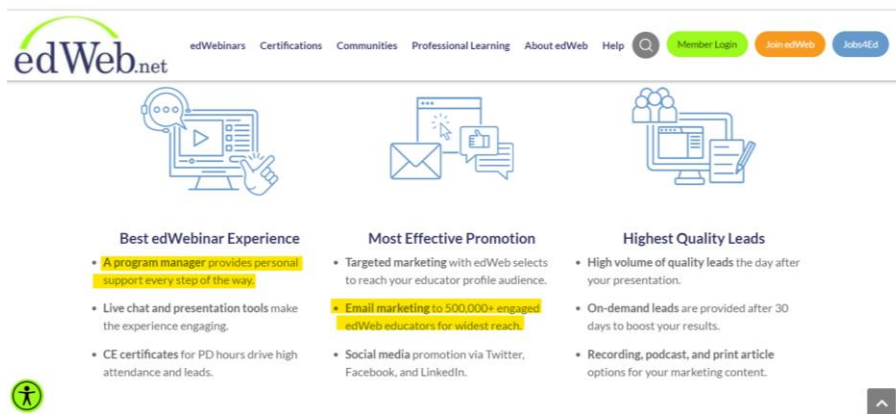
Click “Communities” on the light blue bar at the top of the page

Click the “Create a Community” button

Input your new community information

Click “Create Community”

With Pack-n-Go Girls focus on outreaching to educational groups, a “community” could be made for lesson plans, quizzes, etc.



The screenshot shows the edWeb.net homepage. At the top is a navigation bar with links for edWebinars, Certifications, Communities, Professional Learning, About edWeb, and Help. There are also buttons for Member Login, Join edWeb, and Jobs4Ed. Below the navigation bar are three main sections, each with an icon and a list of benefits:

- Best edWebinar Experience** (Icon: A person at a computer with a play button):
  - A program manager provides personal support every step of the way.
  - Live chat and presentation tools make the experience engaging.
  - CE certificates for PD hours drive high attendance and leads.
- Most Effective Promotion** (Icon: A computer screen with an envelope and a document):
  - Targeted marketing with edWeb selects to reach your educator profile audience.
  - Email marketing to 500,000+ engaged edWeb educators for widest reach.
  - Social media promotion via Twitter, Facebook, and LinkedIn.
- Highest Quality Leads** (Icon: A group of people at a computer):
  - High volume of quality leads the day after your presentation.
  - On-demand leads are provided after 30 days to boost your results.
  - Recording, podcast, and print article options for your marketing content.



## Turn to edWeb for a unique PD marketing solution



### Host a PD learning community

- ✓ \$500 one-time start-up fee
- ✓ \$500 per month community fee
- ✓ \$2,900 per edWebinar
- ✓ Starter contract: 6 months, 3 edWebinars

"Thanks to you and the whole edWeb team for creating such an amazing, easy-to-use system to provide PD to educators." Heather Blackwell, Marketing Manager, Learning.com

### Present a PD edWebinar

First-time trial offer:

- ✓ \$2,900 per webinar
- Subsequent one-shot webinars:
- ✓ \$3,400 per webinar

"edWeb does phenomenal work to make sure all elements of the webinars run smoothly, from working with clients to find the right presenters to the technical execution of the webinar. Best of all, they help us reach a large audience of educators." Shari-Lynn Sare, Marketing Communications Manager, Nureva

## Two Marketing Options:

### 1.) Host a Professional Development (PD) Learning Community

Involves bringing together a group of educators to collaborate and learn from each other

### 2.) Present a PD EdWebinar

presenting a professional development webinar, which could involve delivering a live or recorded presentation on a particular topic related to education or educational practice.

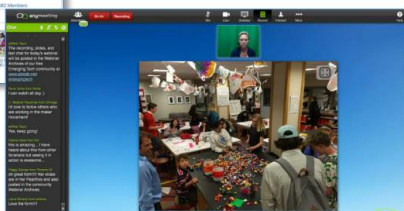
## Infographic #1:

### edWeb PD Marketing: Two Options



#### Host a PD learning community:

Provide ongoing professional learning on a topic of your choice and present edWebinars for deeper engagement. Our team makes sure it's easy and enjoyable for your team and your presenters. Our promotion package ensures great results.



#### Present a PD edWebinar:

Present an edWebinar and see the superior experience and results with edWeb.

For these webinars, the results are emailed to you so you may see the finetuned data of who is attending and how many people! (Including their emails) This is a great way to continue to expand to teachers!

Reports and data are delivered via email &



- Welcome...eb Dropbox
- edWeb Info and Tips
- edWeb Webinar Album
- Community...ad Reports
- Webinar O...ead Reports
- Webinar Re...Attendees
- Webinar Results

### COMMUNITY MEMBER EXPORT FILE

| Member Name | Member Email | Member Phone | Member Address | Member City | Member State | Member Zip | Member Title | Member Organization | Member Date | Member Status | Member Notes |
|-------------|--------------|--------------|----------------|-------------|--------------|------------|--------------|---------------------|-------------|---------------|--------------|
| ...         | ...          | ...          | ...            | ...         | ...          | ...        | ...          | ...                 | ...         | ...           | ...          |
| ...         | ...          | ...          | ...            | ...         | ...          | ...        | ...          | ...                 | ...         | ...           | ...          |

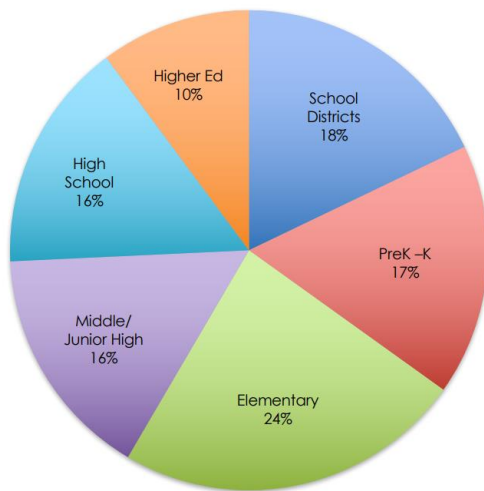
### WEBINAR LEAD REPORT

| Webinar Title | Webinar Date | Webinar Time | Webinar Location | Webinar Host | Webinar Co-Host | Webinar Facilitator | Webinar Date | Webinar Time | Webinar Location | Webinar Host | Webinar Co-Host | Webinar Facilitator | Webinar Date | Webinar Time | Webinar Location | Webinar Host | Webinar Co-Host | Webinar Facilitator | Webinar Date | Webinar Time | Webinar Location | Webinar Host | Webinar Co-Host | Webinar Facilitator |
|---------------|--------------|--------------|------------------|--------------|-----------------|---------------------|--------------|--------------|------------------|--------------|-----------------|---------------------|--------------|--------------|------------------|--------------|-----------------|---------------------|--------------|--------------|------------------|--------------|-----------------|---------------------|
| ...           | ...          | ...          | ...              | ...          | ...             | ...                 | ...          | ...          | ...              | ...          | ...             | ...                 | ...          | ...          | ...              | ...          | ...             | ...                 | ...          | ...          | ...              | ...          | ...             | ...                 |
| ...           | ...          | ...          | ...              | ...          | ...             | ...                 | ...          | ...          | ...              | ...          | ...             | ...                 | ...          | ...          | ...              | ...          | ...             | ...                 | ...          | ...          | ...              | ...          | ...             | ...                 |

| Community    | Webinar  | Date       | Registrants | Live Attendees | OnDemand Viewers |
|--------------|--|------------|-------------|----------------|------------------|
| EmergingTech | Future Ready Librarians                            | 10/19/2016 | 1621        | 453            | 922              |
| EmergingTech | Building a Digital Collection                      | 11/16/2016 | 1032        | 299            | 244              |
| EmergingTech | Personalizing Instruction Through the Library      | 01/18/2017 | 1875        | 534            | 703              |
| EmergingTech | Media Literacy: A Crash Course in 60 Minutes       | 02/12/2017 | 2006        | 612            | 791              |
| EmergingTech | Teaching Digital Literacy                          | 03/22/2017 | 1716        | 518            | 565              |
| EmergingTech | Redefining Professional Learning for 1:1 Computing | 04/19/2017 | 668         | 227            | 111              |

## Infographic #2:

edWeb educators range from preK-20



We can see here in this pie chart that **nearly half (41%)** of the educators who use edWeb are in preK-K and Elementary → If you were to join EdWeb majority of the professionals you would be connecting with are in the schools who match Pack N Go Girls age group for who will be reading the books

### Infographic #3: Communities!

Host your own PD learning community

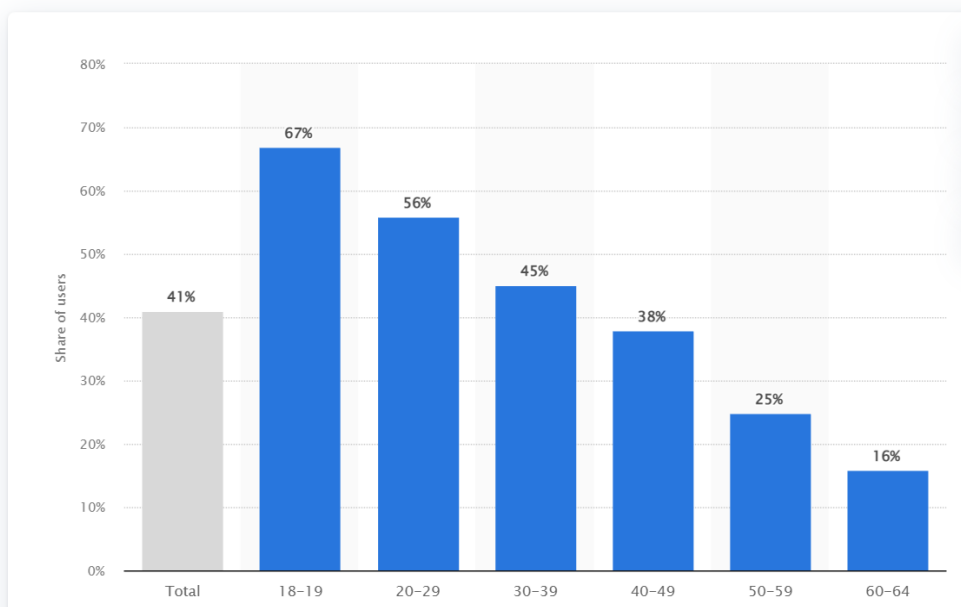


- ✓ Pick your topic.
- ✓ 24/7 connection with educators in your target market.
- ✓ Tools for engagement include a blog, discussion forums, resource library, messaging, and more.
- ✓ Add your own tools.
- ✓ We'll help you get your community up and running, skinned with your branding.
- ✓ Link with your website.
- ✓ We train and support your team.
- ✓ We support your community members.
- ✓ We handle all the hosting.

## NEW Social Media #2!

### Tik Tok

#### Distribution of TikTok Users in US 2022



We can see although many users who use TikTok are teenagers (67%). If we add the percentage of 20 - 49 year olds (the age groups covering parents, teachers, etc) exceeds those of teenagers.





# **Iteration II: Amazon Attribution and Suggestion of Keywords to Utilize**

**Pack-n-go Girls Journey Team**

**Iteration II**

**A Deep Dive Into  
Amazon  
&  
Amazon Attribution**

**February 21<sup>st</sup> – March 6<sup>th</sup> 2023**





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# Amazon Attribution:

[Amazon Attribution](#) is currently available in beta to professional seller brand owners enrolled in Amazon Brand Registry and vendors that sell products on Amazon in the following markets: US, Canada, Mexico, UK, Germany, France, Italy, Spain, and Netherlands.

## To Join the Amazon Brand Registry:

- 1.) **Check that Pack N Go Girls has a registered trademark:** To be eligible for Amazon Brand Registry, Pack N Go Girls must have an active registered trademark for your brand in the country where you sell your products.
- 2.) **Log in to Amazon Brand Registry:** Once you have a seller account, go to the Amazon Brand Registry homepage at <https://brandservices.amazon.com/> and click on "Sign in to the Brand Registry" button. Log in using your Amazon seller account credentials.
- 3.) **Enroll your brand:** Once you are logged in, click on "Enroll a new brand" and follow the on-screen instructions to provide information about your brand, including your registered trademark information.
- 4.) **Wait for verification:** After you submit your application, Amazon will review your information to ensure that your brand meets the eligibility requirements for Brand Registry. This typically takes a few days to a few weeks.
- 5.) **Start using Brand Registry:** Once your application is approved, you can start using the tools and features provided by Amazon Brand Registry to manage and protect your brand on Amazon, including creating Amazon Storefronts, managing product listings, and reporting intellectual property violations.

## What it is:

- Enables advertisers to understand how their non-Amazon Advertising media impacts customer engagement with their brand on Amazon.

## How it Works:

- Provides a unique tracking code that can be added to ads on other platforms (such as Facebook, Pinterest, Instagram) that lead shoppers to Pack N Go Girls Amazon pages.
- This tracking code captures data on how those ads perform in terms of clicks, impressions, and sales on Amazon. By analyzing this data, advertisers can gain insights into which of their non-Amazon advertising efforts are driving the most traffic and sales on Amazon. This information can help advertisers make more informed decisions about where to allocate their advertising budgets and optimize their campaigns for better results.

**Channels:** These channels include search, **social**, video, display, and **email marketing**. With these insights, sellers can identify all the touchpoints that helped customers find and consider their product. This way, sellers can find new ways to grow their business on Amazon by creating a suitable strategy for all their channels. They can find out how shoppers interact with their brand - from the point of awareness to consideration to purchase.

### **Social: Facebook, Instagram, Pinterest-**

Amazon Attribution can measure the effectiveness of ads on Facebook, Instagram and Pinterest. It works by providing a unique tracking code that can be added to ads on Facebook, Instagram and Pinterest that lead shoppers to Amazon. This tracking code captures data on how those ads perform in terms of clicks, impressions, and sales on Amazon.

## **Email Marketing: Email Blast Lists-**

When it comes to blast emails, Amazon Attribution may be able to track clicks and conversions if the tracking tags are included in the URLs of the links in the email. However, there are some limitations and requirements to keep in mind:

Amazon Attribution tags must be used only in connection with advertising campaigns on Amazon's advertising platforms. Using them in non-advertising contexts or on non-Amazon platforms may violate Amazon's policies.

The email recipients must have given their explicit consent to receive promotional emails from you. Sending unsolicited emails or spam is not allowed.

The links in the email must be properly formatted and tagged with the correct Amazon Attribution parameters. This requires some technical knowledge and may require the help of a developer or a third-party service provider.



### **Start Anywhere. Go Everywhere!**

Drop into the Amazon rainforest or a jungle in Thailand. Paddle up a spooky estuary in Mexico or be wowed the Australian outback night sky. You can even discover a secret room in an ancient Austrian castle. No masks or social distancing required! Even better? It's MUCH cheaper than a plane ticket!

**GO EVERYWHERE!**

↪ You could place a tag here!

Essentially, Amazon Attribution helps advertisers gain insights into how their cross-media ads are impacting sales on Amazon. This information can help advertisers make data-driven decisions about their advertising strategies and optimize their campaigns for better results.

-Learn which Amazon audiences your non-Amazon Advertising media reaches, and which are most effective at helping to drive Amazon shopping activity. Use these insights to validate assumptions about your targeted audiences or discover new audiences to reach. Furthermore, you may also use audience reporting to identify Amazon audiences to target within Amazon DSP.

-Helps brands maximize their return on investment by providing insight into how shoppers discover, research, and buy products on Amazon

## Measure

Understand the impact of your cross-channel digital marketing activities.

## Optimize

Make in-flight optimizations using on-demand advertising analytics to help maximize impact and ensure efficiency.

## Plan

Learn which of your strategies maximize return on investment and drive sales to build future marketing plans.



## What do the Metrics Measure:

- Number of Clicks
- Detail page views
- Add to Carts
- Purchases

Reporting is available via downloadable reports and within the console:



## Easy to Learn Crash Course:

This learning path of courses will provide an introduction to the Amazon Attribution.

Crash Course Provides:

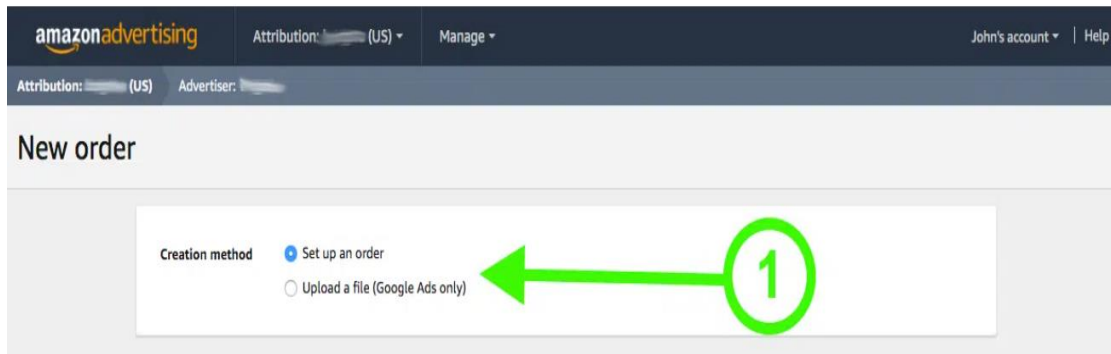
- Overview of Amazon Attribution
- How to create attribution tags to measure your non-Amazon advertising media
- How to gain insights to optimize your media's performance.

## Cost:

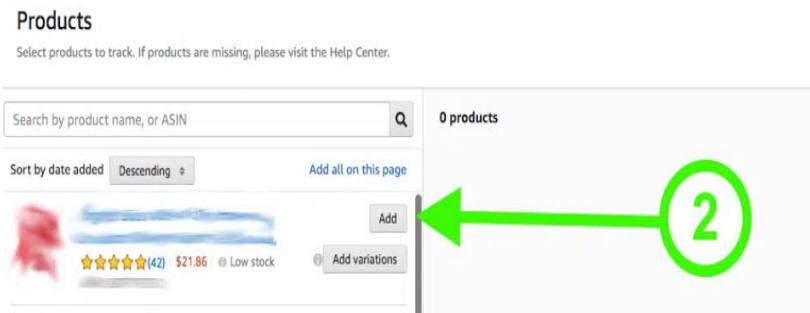
At this time, February 2023, there is no cost associated with participating in Amazon Attribution.

## How to Create a Tag:

- 1.) **Select set up an order** → We will be selecting this as Pack N Go Girls does not use Google Ads.



- 2.) **Click “Add” to create the tag** → This will bring up the following section 3.)



- 3.) We will next connect the tag to an external site (NOT Amazon) → Like Facebook, Pinterest, or Instagram. Here you may enter the name of the tag (and a possible ID if you want to.) An example of a name could simply be “Mystery of the Thief in the Night Facebook Ad”

## Order settings

Name

External ID

optional

- 4.) The box below the Publisher drop-down says “Click-through URL.” This is the URL of the product you want to send people to. Go to Amazon, search for your product, click on the listing, copy the URL from your browser, paste it into the Click-through URL box and hit the yellow “Create” button.

## New line item

Line item name

Banana's For Everyone - FB ad

Publisher?

Select a publisher

Click-through URL?

Search for a publisher (type in a keyword)

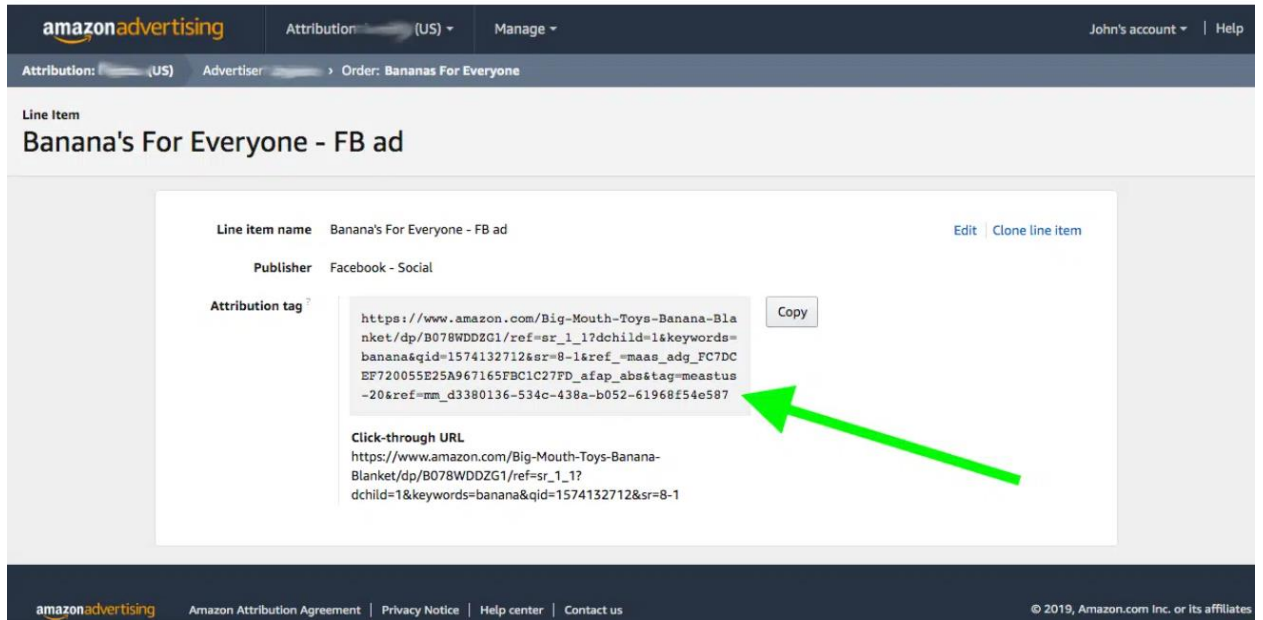
DataXU  
Discovery  
eBay  
Facebook  
Fox News Digital Network  
Fox Sports Digital - Sporting News Media  
Gannett Sites  
Google Adwords

Cancel

Create

5.) Below is an example of what the finished tag would like. We see the Line Item Name, Publisher, Attribution tab (that leads to Amazon) is all filled in!

Simply copy and paste that link into your Facebook ad and you're now ready to track anyone that clicks that link.



The screenshot shows the Amazon Advertising console interface. At the top, there's a navigation bar with the Amazon Advertising logo, an Attribution dropdown set to (US), a Manage dropdown, and a user account section for John's account with a Help link. Below this is a breadcrumb trail: Attribution: (US) > Advertiser: > Order: Bananas For Everyone. The main content area is titled 'Line Item' and 'Banana's For Everyone - FB ad'. It contains a table with the following information:

|                 |   |  |
|-----------------|---|--|
| Line item name  | Banana's For Everyone - FB ad   | <a href="#">Edit</a>   <a href="#">Clone line item</a> |
| Publisher       | Facebook - Social   |  |
| Attribution tag | <div><pre>https://www.amazon.com/Big-Mouth-Toys-Banana-Blanket/dp/B078WDDZG1/ref=sr_1_1?dchild=1&amp;keywords=banana&amp;qid=1574132712&amp;sr=8-1&amp;ref_=maas_adg_FC7DC EF720055E25A967165FBC1C27FD_afap_abs&amp;tag=measatus-20&amp;ref=mm_d3380136-534c-438a-b052-61968f54e587</pre><div>Copy</div></div> <div>Click-through URL<br/><pre>https://www.amazon.com/Big-Mouth-Toys-Banana-Blanket/dp/B078WDDZG1/ref=sr_1_1?dchild=1&amp;keywords=banana&amp;qid=1574132712&amp;sr=8-1</pre></div> |  |

A green arrow points to the attribution tag text area. The footer of the console includes the Amazon Advertising logo, links to the Amazon Attribution Agreement, Privacy Notice, Help center, and Contact us, along with a copyright notice for 2019, Amazon.com Inc. or its affiliates.

# Amazon Advertisements:

Let us deep dive into the presented exported data from Amazon Ad Campaigns:

## Common Abbreviations:

- CTR = click-through rate
- CPC = cost per click
- ACOS = Advertising cost of sales
- KENP = Kindle Edition Normalized Page

The campaigns have generated a few orders and sales, as well as some KENP read and estimated KENP royalties, but this is quite high for all campaigns, indicating that they are not very cost-effective.

We can see the average of ACOS is equivalent to 0.382. In other words, \$0.38 of revenue is generated from the advertising campaign. (I.e.: if an advertising campaign had an advertising spend of \$100, an average ACOS of 0.3823 would indicate that the campaign generated \$38.23 in revenue.)

While the ideal ACOS will vary depending on the goals of the advertising campaign, generally speaking, **a lower ACOS is better as it indicates that more revenue is being generated per dollar spent on advertising**. An ACOS of 0.3823 is not necessarily good or bad by itself, but it can be used as a benchmark to evaluate the effectiveness and profitability of an advertising campaign.

## Keywords:

Keywords are matched to shopping queries that customers use to look for products on Amazon and determine when your ads may appear.

1. Pack-n-Go Girls
2. Pack
3. Go
4. Girls
5. Book
6. Books
7. Fun
8. Activities
9. Children
10. Kids
11. Elementary School
12. Diversity
13. Inclusion
14. Children's books
15. Multicultural
16. Representation
17. Equity
18. Empathy
19. Cultural competence
20. Acceptance
21. Tolerance
22. Identity
23. Difference
24. Diverse characters
25. Racial diversity
26. Inclusive language
27. Cultural awareness
28. International stories
29. Authenticity
30. Social and emotional learning
31. Adventure
32. Discover
33. Exploration
34. Journey
35. Self-discovery

36. Courage
37. Bravery
38. Exploration
39. Discovery
40. Curiosity
41. Classroom
42. Imagination
43. Mystery
44. Fantasy
45. Magic
46. Quest
47. Epic
48. Hero
49. Wilderness
50. Teaching
51. Expedition
52. Trailblazing
53. Personal growth
54. Coming-of-age
55. Resilience
56. Challenge
57. Exploration
58. Wonder
59. Creativity
60. Enchantment
61. Travel
62. Cultural immersion
63. Global citizenship
64. Learning
65. Education
66. Geography
67. Adventure stories
68. Inspiring
69. Empowering
70. Role models
71. Diversity and inclusion education
72. Multicultural education
73. Social justice
74. Interpersonal skills
75. Emotional intelligence

76. Friendship
77. Self-esteem
78. Confidence
79. Leadership
80. Cultural exchange
81. Intercultural communication
82. Cross-cultural understanding
83. Community building
84. Character development
85. Critical thinking
86. Problem-solving
87. Creativity and innovation
88. Imagination and play
89. Self-awareness
90. Mindfulness
91. Positive thinking
92. Empathy and compassion
93. Respect and understanding
94. Social skills
95. Teamwork
96. Personal development
97. Parenting
98. Gift ideas
99. Book lovers
100. Bestsellers

They are likely to be used by potential customers searching for books that are fun, educational, and diverse, with strong female characters, and for those interested in adventure and self-discovery. Including these keywords in Amazon ads can help improve the visibility and relevance of Pack N Go Girls books to potential customers.

--Amazon limits you to a maximum of 1000 key words. But it is highly suggested you only maintain about 100 keywords to optimize the campaign timeline. Additionally, the results of the keyword's effectiveness is much easier to track given you are only tracking 100.



## Analyzing Keywords:

High-traffic, high-impact keywords should have higher bids. While broader keywords should be assigned lower bids.



We noticed every single one of your keywords is considered “broad.” This is not necessarily a bad thing because they allow your ads to appear for a wide range of search terms that are related to your keywords. This can help you reach a larger audience and increase your chances of getting clicks and conversions...

*However*, because broad match keywords are less specific, they can also lead to **a higher number of irrelevant clicks, which can increase your advertising costs without generating significant returns.**

This is a bit of what we see here, the keywords you are using are less specific and the CTR (click through rate) is much lower than what it should be.

A good click rate for Amazon, is considered to be approximately 0.05%.

On average your CTR for enabled campaigns is 0.00084%

- **What Does This Mean?**

A low CTR may indicate that your ad is not resonating with your audience or that it is not being displayed to the right people. In some cases, a low CTR may also suggest that your ad is not properly optimized for the keywords or placements that you are targeting.

That being said, perhaps consider revamping your campaigns. Instead of having every keyword be broad, the best approach is to use a mix of both broad and exact match keywords in your advertising campaigns.

Start with a broader set of keywords and gradually refine them over time as you gain insights into what is working and what isn't. This can help you strike the right balance between reach and relevance, and optimize your advertising campaigns for maximum effectiveness

Additionally, consider employing negative keywords and targets to your broad match campaign for further spending control. Negative keywords are useful because they allow you to exclude certain search terms from triggering your ads. By identifying and excluding irrelevant or low-quality keywords, you can reduce the number of irrelevant clicks on your ads and improve your overall advertising performance.

There are several reasons why negative keywords can be beneficial for your advertising campaigns:

**Reduce ad spend:** By excluding irrelevant keywords that are unlikely to generate conversions, you can reduce wasted ad spend and improve the ROI of your advertising campaigns.

**Improve targeting:** Negative keywords help you focus your advertising efforts on the most relevant and high-quality traffic, improving the overall quality and relevance of your ad audience.

**Increase click-through rates:** By removing irrelevant keywords that could lower your click-through rate, you can improve your CTR and drive more engagement and clicks from your target audience.

**Improve ad relevance:** Negative keywords help ensure that your ads are only displayed to users who are actively searching for products or services that are relevant to your business, which can improve the relevance and effectiveness of your ads.

Overall, negative keywords are a valuable tool for optimizing your advertising campaigns and ensuring that your ads are being shown to the right audience. By regularly reviewing and refining your negative keyword lists, you can improve the performance of your campaigns and generate better returns on your advertising investment.

## Problem with Amazon's Built in Tools:

If we look at the screenshot below, we can see the average bid is \$0.58 versus \$0.25 → These are just numbers, that do not provide meaningful data that can be easily understood:

| Suggested bid (low)(USD) | Suggested bid (median)(USD) | Suggested bid (high)(USD) | Keyword bid(USD) |
|--------------------------|-----------------------------|---------------------------|------------------|
| 0.43                     | 0.58                        | 0.73                      | 0.25             |

Amazon's Built in Tools are a great starting point, but as discussed above they can be difficult to read, and do not provide much insight into what is working versus not.

## Keyword Paid Software:

-Designed to help Amazon sellers research and optimize keywords for their products to improve their search ranking, visibility, and ultimately sales.

These tools analyze and return data related to Amazon search queries, such as search volume, competition, and relevancy, to help sellers identify the most profitable keywords for their products.

### *-Common Features & Benefits of Paid Keyword Software:*

**Keyword Research:** Paid keyword software allows you to generate a list of relevant keywords for your products based on a seed keyword. This helps you identify long-tail keywords and optimize your listing to improve your search ranking.

**Search Volume Data:** Many paid keyword tools provide data on the search volume of specific keywords. This information can help you prioritize which keywords to target and can inform your advertising strategy.

**Competition Analysis:** Paid keyword software can help you analyze the level of competition for specific keywords, giving you insights into which keywords are easier or more difficult to rank for. This can help you develop a more effective optimization and advertising strategy.

**Listing Optimization:** Many paid keyword tools provide recommendations for optimizing your product listing based on your chosen keywords. This can help improve your visibility and ranking on Amazon.

**Advertising Optimization:** Some paid keyword tools integrate with Amazon advertising platforms, such as Sponsored Products or Sponsored Brands, to help you optimize your advertising campaigns for specific keywords.

**Overall, paid keyword software can save time and effort by providing you with valuable data and insights that can help you make informed decisions about Pack N Go Girls**

# Recommended Keyword Paid Software:

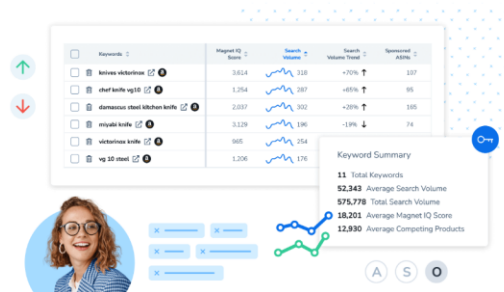
## 1.) Helium 10:

- An all-in-one Amazon seller tool suite that includes a variety of features for:
  - Keyword Research
  - Product Research
  - Optimization
- Their keyword research tool, *Magnet*, helps you find profitable keywords with data on search volume, relevancy, and competition
- Can collect potentially thousands of traffic-driving keywords that are most relevant to your product listing
- Quickly boost organic traffic and skyrocket sales
- Discover popular keywords you never knew existed, including non-English phrases and commonly searched typos

## Amazon Keyword Planner

### Find Keyword Opportunities

Reveal high-volume, highly-relevant keywords for Amazon and Walmart. Collect traffic-driving keywords that are most relevant to your product listing in order to boost organic traffic and sales.



## Cost:\*

|   |  |  |
|---|--|--|
|   | Most popular                                     |  |
| <b>Diamond</b>                              | <b>Platinum</b>                                  | <b>Starter</b>                                 |
| <b>\$209</b> / mo                           | <b>\$84</b> / mo                                 | <b>\$29</b> / mo                               |
| Billed annually                             | Billed annually                                  | Billed annually                                |
| <a href="#">Buy Now</a>                     | <a href="#">Buy Now</a>                          | <a href="#">Buy Now</a>                        |
| Perfect for expert sellers looking to scale | The must-have solution for your growing business | The training and tools you need to get started |

## Quiz Available to decide which plan is right!

**Starter:** This is how you get your feet wet. It comes with minimal usage of most of the tools. For example, you get 2 uses of Magnet per day and can track up to 20 keywords. You also get 20 uses of Blackbox.

**Platinum\*\*:** Perfect for entry-level users with users with a growing business. You get unlimited use of Blackbox, Magnet, and Trendster plus 5,000 emails a month and alerts on 300 ASINS.

**Diamond\*\*:** Diamond lets you track up to 5,000 keywords, check up to 300 indexes, alert up to 600 ASINS, and automate 15,000 emails every month.

A single subscription covers:

Keyword research

Trend research

Listings optimization

Competitor analysis

SEO

Amazon PPC management

Inventory management

Product validation

Fraud protection

Refunds

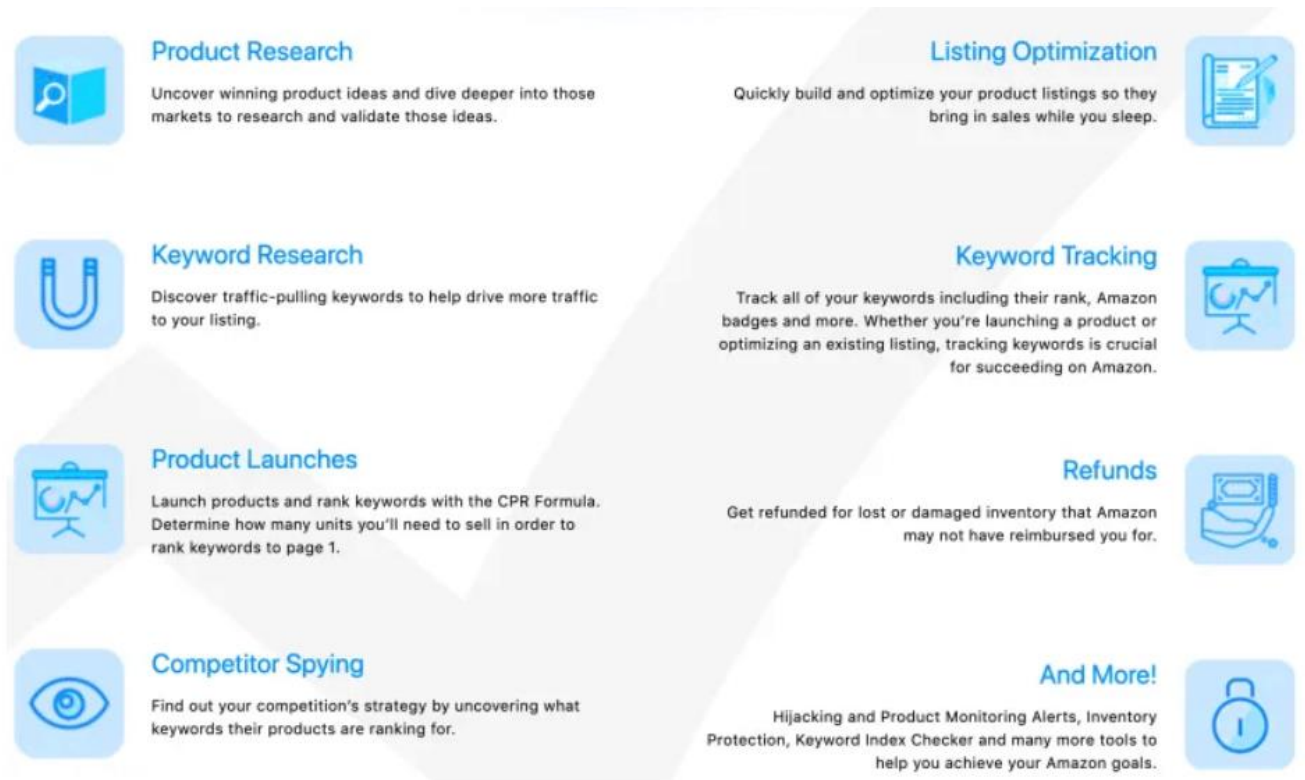
Landing pages

Sales analytics

Email automation

Listings hijacking protection

*Infographic Diving into the Above Categories:*



\*30-day money-back guarantee

\*\*Include Access to Freedom Ticket:

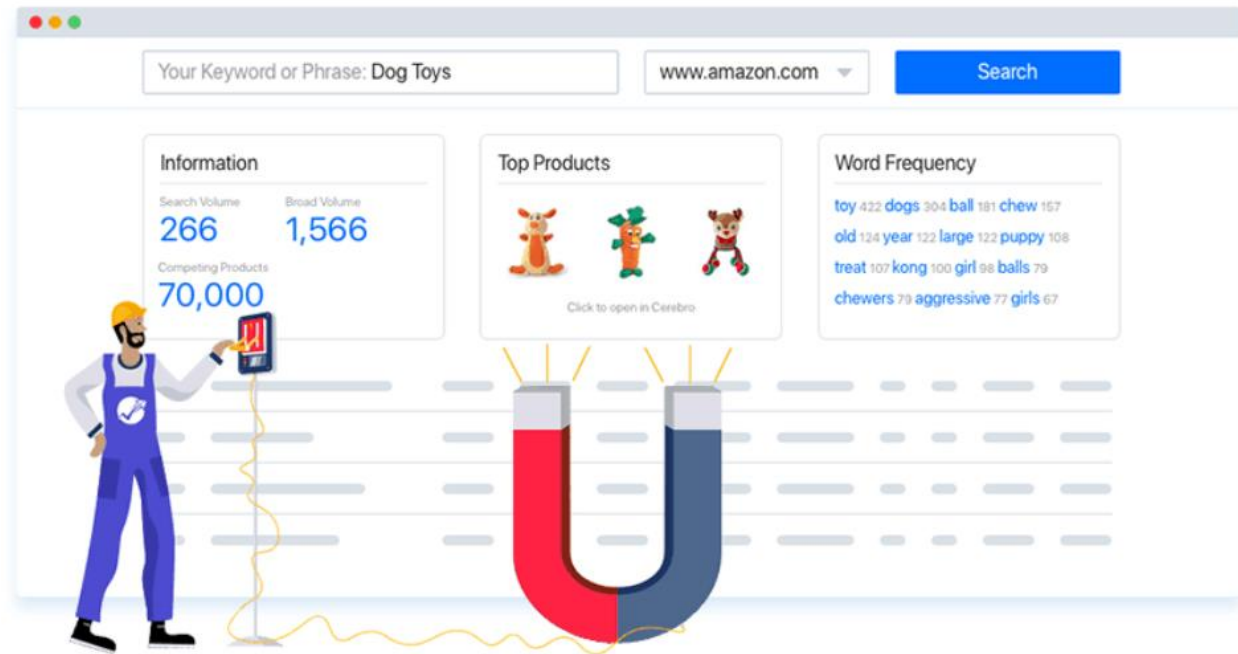
## Freedom Ticket:

- An interactive, over the shoulder walkthrough with the purpose to guide through how to sell on Amazon.
- Updated constantly to keep up with Amazons constant changes.
- 8 weeks training: 2-5 hours each week of instruction
- 60+ video lessons: 21+ hours of content
- Downloaded slides, written notes, and handouts! Covers sourcing, accounting, mistakes to avoid, etc.



## How to Track Keywords within Helium 10

### Magnet:



A keyword research tool for Amazon sellers with the largest database of actionable Amazon keywords on the market. You enter a “seed” keyword, and Magnet suggest related terms, helping you uncover even more organic easy traffic opportunities – most unknown to your competition.

The tool then returns:

- All related keywords
  - High-volume keywords
  - Actionable keywords (think: Buy now)
  - Competing products
  - Top products
  - Word frequency
- 
- And unlike most tools, all of this data comes directly from Amazon. That means no useless search traffic mucking up the works.

## Recommended Guide:

Helium has an extremely well put together help center, where you may reference articles, videos, etc about: [CLICK ME!](#)

- Account & Billing
- Analytics Training
- Glossary
- Keyword Research
- Listing Optimization Training
- Marketing Training
- Operations TRAINING
- Product Research

**We highly recommend looking through these** to get a better idea of what each tool offers, and for nice tips and tricks. Helium is the most popular service Amazon sellers purchase, and we highly recommend the service based off our research.

## 2.) SEMrush

- An Amazon keyword search that helps with most of your marketing needs
- When you pick a package you will be able to make multiple different projects that will help you with your marketing and you can then track multiple different keywords at once. If you go with the Guru middle option, you will also get the options to see the history of the keywords that you have used for your projects.

| Pro   | Guru  | Business   |
|---|---|--|
| <b>\$119</b> .95 monthly  | <b>\$229</b> .95 monthly  | <b>\$449</b> .95 monthly   |
| <a href="#">Try for free</a>  | <a href="#">Try for free</a>  | <a href="#">Subscribe</a>  |
| or <a href="#">subscribe</a>  | or <a href="#">subscribe</a>  | or <a href="#">try a custom plan</a>   |
| <b>For newbies and small teams:</b> <ul style="list-style-type: none"><li>✓ 5 projects</li><li>✓ 500 keywords to track</li><li>✓ 10,000 results per report</li></ul> <b>SEO, social, and PPC tools:</b><br>Competitor analysis, keyword research, website audit, advertising and social media tools, and more | <b>For agencies and mid-size businesses:</b> <ul style="list-style-type: none"><li>✓ 15 projects</li><li>✓ 1,500 keywords to track</li><li>✓ 30,000 results per report</li></ul> <b>All Pro features plus:</b><br>Content Marketing Toolkit, historical data, multi-location and device tracking, Looker Studio integration, and more | <b>For large agencies and enterprises:</b> <ul style="list-style-type: none"><li>✓ 40 projects</li><li>✓ 5,000 keywords to track</li><li>✓ 50,000 results per report</li></ul> <b>All Guru features plus:</b><br>Share of Voice, extended limits, API access, PLA analytics, free migration from third-party tools, and more |

There are a lot more options that are available for you to use that will cost you more money. You can pay to have more people use the account where they will have their own username and password.

|   |   |   |   |
|---|---|---|---|
| <b>Semrush .Local</b>   |   |   |   |
| <b>Basic plan</b><br>Grow your local search visibility to help your customers find you first. Get your business accurately listed across the web with <a href="#">Listing Management</a> and build an impeccable online reputation with <a href="#">Review Management</a> .   | +\$20/mo<br><a href="#">Buy now</a>           | +\$20/mo<br><a href="#">Buy now</a>           | +\$20/mo<br><a href="#">Buy now</a>           |
| <b>Premium plan</b><br>All basic features plus: <ul style="list-style-type: none"> <li>Spy on your competitors on Google Maps with <a href="#">Local Heatmap</a></li> <li>Respond to Google reviews from one place</li> </ul>   | +\$40/mo<br><a href="#">Buy now</a>           | +\$40/mo<br><a href="#">Buy now</a>           | +\$40/mo<br><a href="#">Buy now</a>           |
| <b>Semrush .Trends</b>  |   |   |   |
| Access <a href="#">Traffic Analytics</a> and <a href="#">Market Explorer</a> tools to unveil your competitors' marketing strategies and tactics. Analyze the traffic of any company's website and their presence across all key channels.   | +\$200/mo per user<br><a href="#">Buy now</a> | +\$200/mo per user<br><a href="#">Buy now</a> | +\$200/mo per user<br><a href="#">Buy now</a> |
| <b>Agency Growth Kit</b>  |   |   |   |
| Automate the most important agency workflows to boost revenue growth — set up a new leads channel via the <a href="#">Agency Partners</a> platform, find high-value contracts with <a href="#">Bid Finder</a> , organize all client data in <a href="#">CRM</a> , and automate time-consuming tasks with <a href="#">My Reports</a> and <a href="#">Client Portal</a> . | +\$150/mo<br><a href="#">Buy now</a>          | +\$150/mo<br><a href="#">Buy now</a>          | +\$150/mo<br><a href="#">Buy now</a>          |
| <b>ImpactHero</b>   |   |   |   |
| ImpactHero is an AI tool that breaks down your content by buyer journey stages, detects the most impactful copy, and gives tips on reinforcing your efforts. The total price is calculated by the number of campaigns you buy.  | +\$200/mo<br><a href="#">Buy now</a>          | +\$200/mo<br><a href="#">Buy now</a>          | +\$200/mo<br><a href="#">Buy now</a>          |

There is another option that will allow you to use more different tools that can even be used for many different websites that can be used for marketing.

## Semrush Features

Start solving your marketing challenges today with 55+ tools and reports on Semrush.

[Get Started For Free](#)



### Choose your area of interest

All

SEO

Content

Market Research

Advertising

Social Media

#### PPC Keyword Research

Build your perfect paid search campaign with our keyword research tools

[Learn more](#)

4 tools

#### Website Monetization

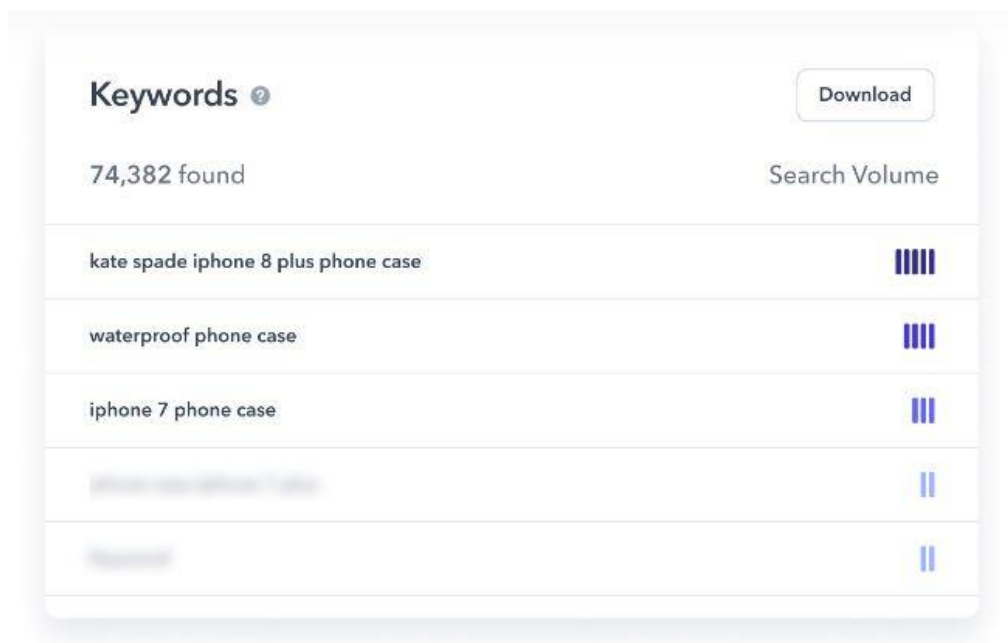
Monetize your audience with our powerful tools for bloggers, ad publishers, and affiliate managers

[Learn more](#)

2 tools

### 3.) Perperta (Sonar)

- An Amazon keyword research tool that helps Amazon sellers, vendors, and agencies find all relevant keywords for their businesses, increase product listing visibility, and improve Amazon SEO (search engine optimization) .
- The tool only includes keywords for which the ASIN (Amazon Standard Identification Number) is ranking on the 1st page of Amazon search results at the time of the most recent database update. If a product is relatively new and/or is not ranking well, it may not be a part of the Sonar yet.
- Amazon itself doesn't provide any keyword search volume data. Sonar has developed a prediction algorithm that calculates the probability of keyword appearance along with many other key parameters.




The screenshot displays the Sonar keyword research tool interface. At the top, there is a header with the word "Keywords" followed by a question mark icon, and a "Download" button on the right. Below the header, it shows "74,382 found" on the left and "Search Volume" on the right. The main content is a table with two columns: keywords and their corresponding search volume represented by blue vertical bars.

| Keywords                            | Search Volume |
|-------------------------------------|---------------|
| kate spade iphone 8 plus phone case |               |
| waterproof phone case               |               |
| iphone 7 phone case                 |               |
| iphone 7 plus phone case            |               |
| iphone 7 plus phone case            |               |

## Perpetua Benchmark:

- The Benchmark will use your data to analyze your account and to calculate your growth potential
- View your monthly advertising results for key performance indicators, such as ACOS (advertising cost of sales), CPC, CTR and CVR (Conversion rate).

## Cost:

| Starter 🍌                         | Growth 🌱                           | Pro 🌳   | Enterprise 🌍  |
|-----------------------------------|------------------------------------|---|---|
| <b>\$250 /mth</b>                 | <b>\$550 /mth</b>                  | <b>\$550</b> /% of ad spend managed in Perpetua | <b>Custom Pricing</b>   |
| Up to \$5,000 in monthly ad spend | Up to \$10,000 in monthly ad spend | Up to \$200,000 in monthly ad spend             | Over \$200,000 in monthly ad spend  |
| 1 Retail Media Platform           | 2 Retail Media Platforms           | Unlimited Retail Media Platforms*               | Unlimited Retail Media Platforms  |
| <a href="#">Get Started</a>       | <a href="#">Get Started</a>        | <a href="#">Get Started</a>                     | <a href="#">Get Started</a>  |

- Prices vary on the package features.
- Sonar is free to use but to optimize your product listings on Amazon and find out how your main KPIs compare to others in the category you are selling in you have to set up a benchmark account. Benchmark is listed as free and only requires creating a account with them. After setting up an account you request would schedule a demo.

## Goal

**Short fun, catchy video content that can be replicated based on what Pack N Go Girls is about.**

Distill the elements of Pack N Go brand or message into bite-sized pieces that can be laced with musical, comedic, or informative elements to bring users in and keep them entertained.

**Idea #1. Show off the books:** Create a short video that showcases the cover of each book in the Pack N Go Girls series. You can add some text or voiceover to highlight the unique setting and culture of each story.

**Idea #2. Behind-the-scenes look:** Give your followers a sneak peek into the process of creating the Pack N Go Girls series. You can show how the stories are researched, written, and illustrated. This type of video helps to build a personal connection with your audience and makes them feel more invested in the brand.

**Idea #3. Travel inspiration:** Use the videos to inspire people to travel to the places featured in the Pack N Go Girls series. You can create short videos that highlight some of the key attractions or cultural experiences that can be found in each location.

**Idea #4. Creative content:** Consider creating some fun and creative content that is related to the Pack N Go Girls brand. For example, you could create a dance or song that is related to one of the books, or create a challenge that encourages people to explore different cultures.

The Travel Challenge: Encourage Pack N Go followers to share their own travel videos, featuring some of the places and experiences that are highlighted in the Pack N Go Girls books. They can use the hashtag #TravelWithPackNGoGirls to participate.

The Culture Challenge: Challenge Pack N Go followers to share videos that showcase different cultural traditions or customs from around the world. They can use the hashtag #PackNGoCulture to participate.

The Reading Challenge: Encourage Pack N Go followers to share videos of themselves reading the Pack N Go Girls books, or creating book review videos to share their thoughts and opinions. They can use the hashtag #PackNGoReads to participate.

The Craft Challenge: Encourage Pack N Go followers to create a craft or DIY project that is related to the Pack N Go Girls brand. This could include creating a craft inspired by one of the books, or making a travel-themed item. They can use the hashtag #PackNGoCrafts to participate.

The Dance Challenge: Create a dance or choreography that is inspired by one of the books in the Pack N Go Girls series. Challenge Pack N Go followers to learn the dance and share their own videos using the hashtag #PackNGoDance.

**Idea #5. User-generated content:** Encourage your followers to create and share their own Pack N Go Girls-inspired content. You can use a specific hashtag to collect and share the best user-generated videos. This is a great way to build engagement and generate buzz around the brand.

#PackNGoGirls  
#TravelAdventures  
#ExploreTheWorld  
#KidLit  
#ChildrensBooks  
#CulturalExchange  
#DiversityMatters  
#GlobalCitizens  
#GirlsWhoTravel  
#WorldSchooling  
#KidTravelers  
#FamilyTravel  
#TikTokReads  
#TikTokBooks  
#TikTokKids  
#TikTokFamily  
#TikTokTravel  
#TikTokAdventure  
#TikTokCulture





## **Publisher Rocket Keyword Query- Containing Top 100 Keywords**

| Keyword                               | Average Pages | Number of Competitors | Average Price | Average Monthly Earnings | Est. Amazon Searches/Month | Competitive Score |
|---------------------------------------|---------------|-----------------------|---------------|--------------------------|----------------------------|-------------------|
| Personal Growth Books                 | 261           | >1,200                | \$12          | \$145,798                | 18,775                     | 61                |
| best adventure books for kids         | 197           | >1,200                | \$12          | \$6,317                  | 6,952                      | 45                |
| third grade chapter books             | 144           | >1,200                | \$13          | \$1,084                  | 6,936                      | 56                |
| chapter books for 3rd graders         | 408           | >1,200                | \$17          | \$29,591                 | 6,914                      | 61                |
| junie b jones set                     | 133           | 486                   | \$35          | \$17,760                 | 6,270                      | 65                |
| junie b jones                         | 125           | 862                   | \$23          | \$16,636                 | 5,756                      | 65                |
| girls                                 | 249           | >1,200                | \$10          | \$23,061                 | 5,677                      | 63                |
| educational kids books                | 94            | >1,200                | \$12          | \$12,822                 | 4,803                      | 45                |
| best chapter book for kids            | 195           | >1,200                | \$8           | \$15,178                 | 4,568                      | 45                |
| girl empowerment childrens books      | 83            | >1,200                | \$11          | \$2,949                  | 2,853                      | 44                |
| junie b jones second grade*           | 150           | 288                   | \$13          | \$8,376                  | 2,813                      | 65                |
| rosie revere engineer                 | 58            | 269                   | \$21          | \$3,212                  | 2,280                      | 26                |
| girls first grade chapter book        | 171           | >1,200                | \$10          | \$18,538                 | 2,273                      | 61                |
| children's multicultural books        | 38            | >1,200                | \$11          | \$2,997                  | 2,223                      | 33                |
| girls adventure book                  | 256           | >1,200                | \$10          | \$1,763                  | 2,223                      | 33                |
| girls third grade chapter book        | 143           | >1,200                | \$9           | \$15,966                 | 2,086                      | 53                |
| for girls junie b jones               | 153           | 502                   | \$16          | \$18,500                 | 2,063                      | 57                |
| diverse books for kids                | 43            | >1,200                | \$11          | \$658                    | 2,058                      | 41                |
| mysteries for third graders           | 219           | >1,200                | \$11          | \$4,146                  | 1,919                      | 61                |
| mystery chapter book                  | 180           | >1,200                | \$9           | \$11,886                 | 1,853                      | 55                |
| multicultural children's books        | 34            | >1,200                | \$9           | \$1,526                  | 1,795                      | 44                |
| kindle children's books               | 217           | >1,200                | \$5           | \$12,388                 | 1,793                      | 69                |
| girl adventure books                  | 283           | >1,200                | \$12          | \$4,513                  | 1,790                      | 60                |
| junie b jones first grade             | 164           | 366                   | \$10          | \$4,134                  | 1,784                      | 65                |
| social justice childrens books        | 104           | >1,200                | \$23          | \$1,731                  | 1,697                      | 20                |
| for girls dork diary                  | 353           | 435                   | \$15          | \$5,103                  | 1,689                      | 65                |
| girl empowerment kids books           | 67            | >1,200                | \$12          | \$1,532                  | 1,516                      | 45                |
| girl adventure book                   | 199           | >1,200                | \$10          | \$6,041                  | 1,419                      | 60                |
| american girl smart girls guide       | 102           | 536                   | \$11          | \$4,348                  | 1,364                      | 65                |
| the girl who drank the moon           | 244           | 224                   | \$10          | \$6,657                  | 1,344                      | 45                |
| mystery chapter books for kids 6-8    | 191           | >1,200                | \$11          | \$13,083                 | 1,306                      | 61                |
| mystery for kids 6-8                  | 156           | >1,200                | \$9           | \$6,433                  | 1,246                      | 45                |
| mysteries for 3rd graders             | 286           | >1,200                | \$11          | \$12,399                 | 1,178                      | 61                |
| for girls ages 8-9                    | 121           | >1,200                | \$8           | \$2,949                  | 1,172                      | 60                |
| multicultural book for kids           | 35            | >1,200                | \$10          | \$1,321                  | 1,164                      | 36                |
| mindfulness books for kids            | 67            | >1,200                | \$11          | \$5,985                  | 1,161                      | 61                |
| geography for kids                    | 158           | >1,200                | \$11          | \$1,853                  | 1,161                      | 55                |
| girls first grade                     | 79            | >1,200                | \$7           | \$3,134                  | 1,155                      | 64                |
| the fairytale detectives              | 129           | >1,200                | \$8           | \$2,960                  | 1,122                      | 60                |
| girl for ages 5-9                     | 99            | >1,200                | \$7           | \$2,078                  | 1,119                      | 61                |
| scavenger hunt adventures             | 94            | 911                   | \$14          | \$2,251                  | 1,115                      | 60                |
| girls adventure books                 | 304           | >1,200                | \$12          | \$5,189                  | 1,093                      | 60                |
| mysteries for second graders          | 160           | >1,200                | \$10          | \$3,290                  | 1,009                      | 45                |
| chapter books about soccer players    | 111           | 463                   | \$12          | \$7,790                  | 987                        | 65                |
| we need diverse books                 | 159           | >1,200                | \$11          | \$1,401                  | 985                        | 65                |
| junie b jones whole series            | 69            | 81                    | \$31          | \$11,373                 | 974                        | 33                |
| children's travel books               | 50            | >1,200                | \$10          | \$3,865                  | 966                        | 60                |
| girl for ages 6-8                     | 153           | >1,200                | \$9           | \$3,938                  | 964                        | 45                |
| First time reading                    | 120           | >1,200                | \$13          | \$1,067                  | 949                        | 52                |
| chapter books about horses            | 139           | >1,200                | \$11          | \$1,758                  | 937                        | 52                |
| girl ages 6-8                         | 143           | >1,200                | \$9           | \$2,003                  | 883                        | 45                |
| children multicultural books          | 35            | >1,200                | \$10          | \$1,239                  | 867                        | 64                |
| girls second grade                    | 71            | >1,200                | \$7           | \$1,140                  | 848                        | 52                |
| travel for kids                       | 91            | >1,200                | \$10          | \$1,536                  | 848                        | 45                |
| scholastic diverse books              | 134           | 410                   | \$9           | \$1,151                  | 828                        | 37                |
| for girls confidence                  | 191           | >1,200                | \$10          | \$4,906                  | 793                        | 52                |
| mystery for kids 5-7                  | 181           | >1,200                | \$11          | \$12,818                 | 791                        | 45                |
| kids mystery 5-7                      | 181           | >1,200                | \$11          | \$12,818                 | 788                        | 45                |
| mysteries for kids 5-7                | 181           | >1,200                | \$11          | \$12,818                 | 788                        | 45                |
| harry potter and the sorcerer's stone | 261           | 474                   | \$8           | \$11,183                 | 731                        | 63                |
| disney princess chapter books         | 130           | >1,200                | \$10          | \$251                    | 665                        |                   |



## **Iteration III: Facebook/Instagram/Pinterest Guidebooks**

**Pack-n-go Girls Journey Team**

**Iteration III**

**Facebook | Instagram | Pinterest  
Guidebooks**

**March 7<sup>th</sup> – March 20<sup>th</sup> 2023**



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# Facebook

## Creation of Advertisements:

### Prerequisites:

Please ensure that you have a stable Wi-Fi connection and have access to any internet browser, such as Chrome, Internet Explorer, Safari, etc.

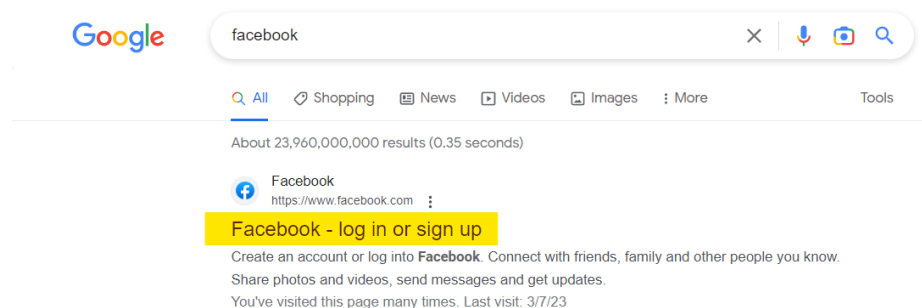
---

### Let's Begin!

- 1.) Open a web browser, such as Chrome, Safari, Internet Explorer, Firefox, etc. Please type in the following web address into Google: Facebook.com

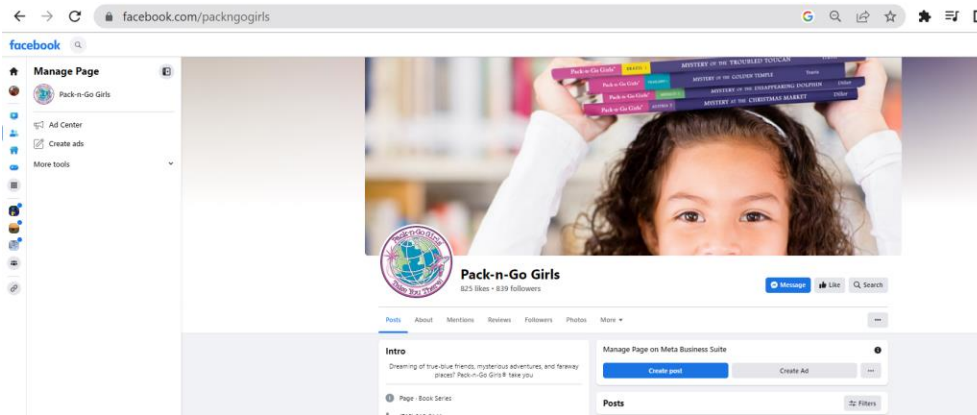


Step 2.) Click on Facebook.com, as highlighted below:



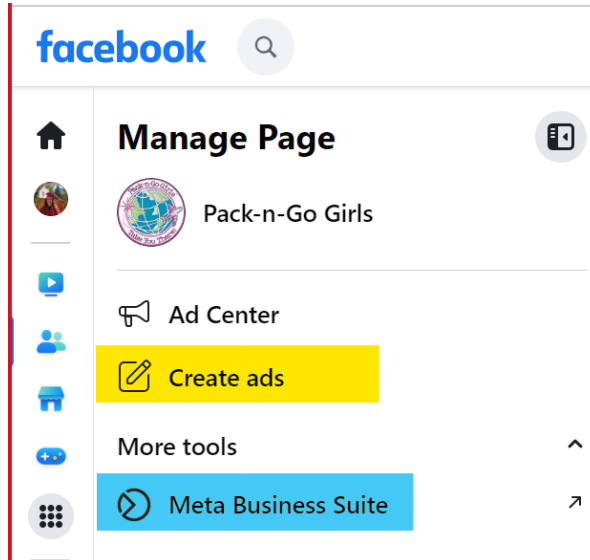


Step 3.) If prompted, please sign in with your Pack N Go credentials. Ensure you not signing in with a personal account. When you log in, you will see a screen similar to below:



Step 4.) There are two ways to create ads in Facebook, each way we will thoroughly discuss. Looking on the left hand of the page, you will see two separate sections:

- 1.) Create Ads (Highlighted in yellow)
- 2.) Meta Business Suite → Underneath More Tools (Highlighted in blue)



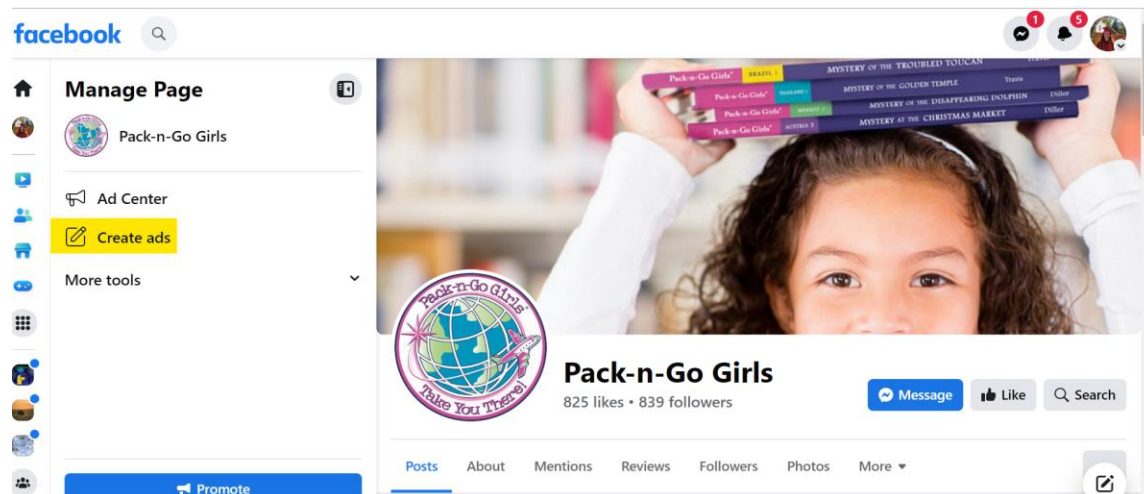
When you click "Create an Ad," you are accessing the Ads Manager, which is Facebook's primary platform for creating and managing ads. It allows you to create and launch ads, set your budget, target your audience, and track your results.

On the other hand, clicking on "More Tools" and then selecting "Meta Business Suite" will take you to Facebook's business suite, which is a more comprehensive platform that includes not

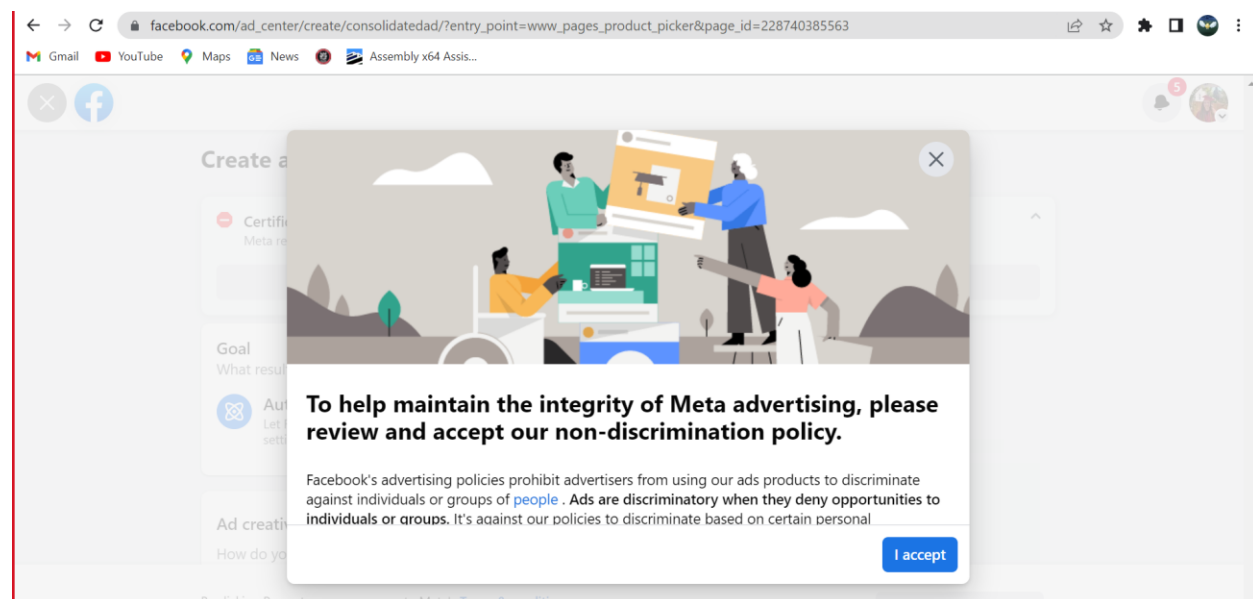
only Ads Manager but also other tools for managing your business on Facebook and Instagram. From the business suite, you can access Ads Manager and create ads, but you can also manage your business's page, messaging, and insights.

## Option 1.) “Create Ads” Button Walkthrough:

Step 5.) We'll begin by discussing the first way to create ads. Click on “create ads” on the left. As shown highlighted below

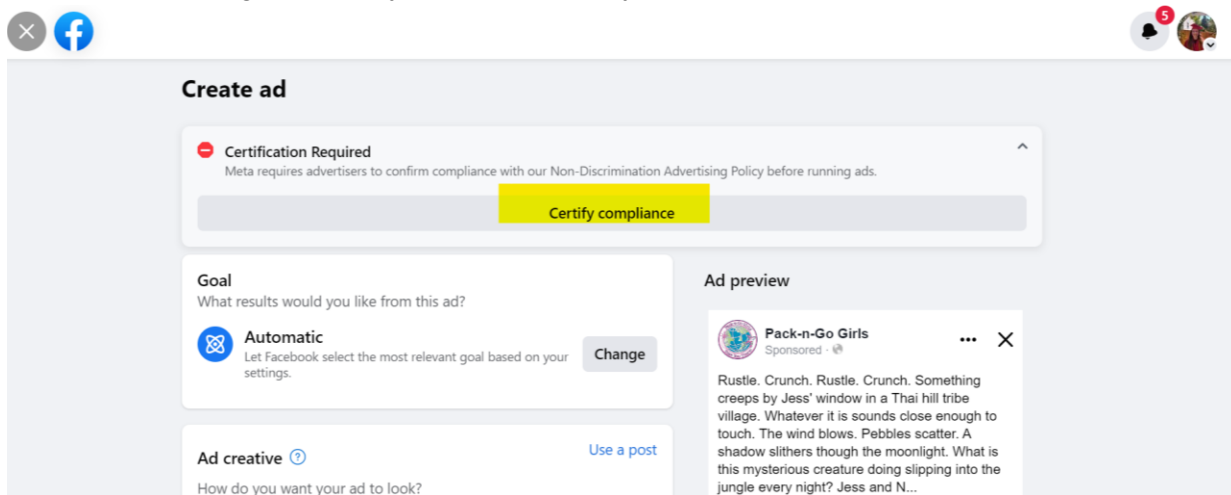


Step 6.) Clicking on “create ads” will bring you a page similar to below. You may be promoted to review and accept the “Non-Discrimination Policy” as set forth by Meta. Please click “I accept” after reading through the policy.





Step 7.) After accepting the Non-Discrimination policy, you may also be asked to “Certify Your Compliance” as highlighted below. This is to help maintain the morality of Facebook Advertising. Please read through the policy, and click “Certify Compliance”



The image shows the Facebook 'Create ad' interface. At the top, there is a navigation bar with a close button (X), the Facebook logo, and a notification bell icon with a red '5' badge. Below the navigation bar, the main heading is 'Create ad'. A prominent banner at the top states 'Certification Required' with a red minus icon and an upward arrow. The text below the banner reads: 'Meta requires advertisers to confirm compliance with our Non-Discrimination Advertising Policy before running ads.' A yellow button labeled 'Certify compliance' is centered below this text. Below the banner, there are two main sections. The 'Goal' section on the left asks 'What results would you like from this ad?' and features an 'Automatic' option with a blue icon of a crossed wrench and screwdriver. The text for 'Automatic' says 'Let Facebook select the most relevant goal based on your settings.' A 'Change' button is to the right of this option. The 'Ad creative' section on the left asks 'How do you want your ad to look?' and has a 'Use a post' link. On the right side, there is an 'Ad preview' section. It shows a preview of an ad for 'Pack-n-Go Girls' with a 'Sponsored' label. The ad text reads: 'Rustle. Crunch. Rustle. Crunch. Something creeps by Jess' window in a Thai hill tribe village. Whatever it is sounds close enough to touch. The wind blows. Pebbles scatter. A shadow slithers though the moonlight. What is this mysterious creature doing slipping into the jungle every night? Jess and N...'. The preview includes a close button (X) and a three-dot menu icon.

**Create ad**

**Certification Required**  
Meta requires advertisers to confirm compliance with our Non-Discrimination Advertising Policy before running ads.  
[Certify compliance](#)

**Goal**  
What results would you like from this ad?

**Automatic**  
Let Facebook select the most relevant goal based on your settings. [Change](#)

**Ad creative** ⓘ [Use a post](#)  
How do you want your ad to look?

**Ad preview**


**Pack-n-Go Girls**  
Sponsored · 🌐

Rustle. Crunch. Rustle. Crunch. Something creeps by Jess' window in a Thai hill tribe village. Whatever it is sounds close enough to touch. The wind blows. Pebbles scatter. A shadow slithers though the moonlight. What is this mysterious creature doing slipping into the jungle every night? Jess and N...


Step 8.) Next let's dive into the options Facebook gives you for creating an ad. Let's discuss Goal first. Currently your Goal is set to "Automatic." This is appropriate given the circumstances but do know it can be changed: simply click the "change" button to the right. You may want to think about changing to "Get More Website Visitors" or "Get more Page Likes" to improve visibility. If you do change your goal, remember to click "Save" at the bottom to ensure the changes do indeed save.

**Goal**

What results would you like from this ad?

 **Automatic**  
Let Facebook select the most relevant goal based on your settings.

Change

**Ad creative** 

How do you want your ad to look?

Use a post

**Ad preview**

 **Pack-n-Go Girls**  
Sponsored · 

Rustle. Crunch. Rustle. Crunch. Something creeps by Jess' window in a Thai hill tribe village. Whatever it is sounds close enough to touch. The wind blows. Pebbles scatter. A shadow slithers though the moonlight. What is this mysterious creature doing slipping into the jungle every night? Jess and N...

### Goal

What results would you like from this ad?

**Automatic**  
Let Facebook select the most relevant goal based on your settings.

☒

**Get more calls**  
Show your ad to people who are likely to call your business.

☐

**Get more website visitors**  
Show your ad to people who are likely to click on a URL in it.

☐

**Get more messages**  
Show your ad to people who are more likely to send you a message.

☐

**Get more Page likes**  
Create a promotion to help more people find and like your Page.

☐

**Promote your business locally**  
Connect with people who are located near your business.

☐

**Get more leads**  
Use a form to collect contact information from potential customers.

☐

Cancel

Save

Step 9.) Next, we will be discussing “Ad Creative.” Under “Ad Creative”: You may type what this advertisement will display. (See Section II on Suggested Posts to write.)

**Ad creative**

[Use a post](#)

How do you want your ad to look?

Description

Rustle. Crunch. Rustle. Crunch. Something creeps by Jess' window in a Thai hill tribe village. Whatever it is sounds close enough to touch. The wind blows. Pebbles scatter. A shadow slithers though the moonlight. What is this mysterious creature doing slipping into the jungle every night? Jess and N...

Step 10.) Under this section, you may also select different images to post in correlation to the post. Simply click on “Select Media” as highlighted below. We suggest using a variety of different high-definition photos that convey different themes.

Media 1/5 · Select multiple images or videos to create a carousel.

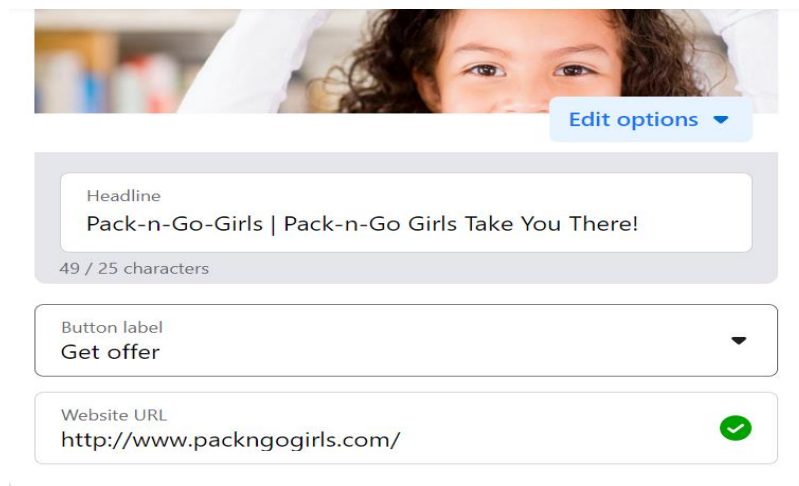
 Select media

The photos should follow these requirements:

- 1.) **Avoid overly photoshopped images!**
- 2.) **Show your brand or logo:** People engage more with brands they know, or brands which show they are credible.
- 3.) **Show people using your product or service:** This helps people visualize themselves doing so. It can be effective to show people similar to those you are targeting.
- 4.) **Consider text overlays:** If you want to add text to an image it shouldn't obstruct the visuals. Use a modern, clean font in a large enough type size and a contrasting hue.
- 5.) **Focus your message.** Keep the attention of your audience by cropping tightly around the important part of the image. To show multiple images in the same ad, we recommend the carousel format.
- 6.) **Consider colors, palettes and filters.** Use appealing colors appropriate for the content, such as bright tones for a summer sale or calming pastels for a spa.
- 7.) **Preview your ads.** Use Ads Manager preview to experience your ads as your audiences will on computers and phones. You can preview your ad at any point during ad creation.

Step 11.) Beneath the image settings, you may select the Title you wish to name the post. We suggest short headlines that capture your audience's attention. We have suggested additional title headlines as well:

- 1.) "Pack Up and Go with Pack n Go Girls: Adventure Awaits!"
- 2.) "Join the Pack n Go Girls for Exciting Travel Adventures!"
- 3.) "Make Memories That Last a Lifetime: Pack n Go Girls Takes You on an Adventure!"
- 4.) "Discover New Cultures and Make Lifelong Friends with Pack n Go Girls!"
- 5.) "Experience the Thrill of Travel with Pack n Go Girls: Let's Explore Together!"

A screenshot of the Facebook ad creation interface. At the top is a placeholder image of a young girl with curly hair. Below the image is a blue button labeled "Edit options" with a downward arrow. The main form has three sections: 1. "Headline" with the text "Pack-n-Go-Girls | Pack-n-Go Girls Take You There!" and a character count "49 / 25 characters". 2. "Button label" with the text "Get offer" and a dropdown arrow. 3. "Website URL" with the text "http://www.packngogirls.com/" and a green checkmark icon.

Step 12.) Scrolling down on the page, you may select “Edit Audience” → There are a lot of subcategories within the audience such as location, interests, demographics, etc. It is important these are selected carefully, as it will impact who the ad is shown to. We want to be sure we are targeting the right audience of parents and grandparents to be sure we are maximizing our sale possibilities.

---

### \*\*\*Aside: A Briefing on How Facebook’s Algorithm Works:

The Facebook algorithm is a set of rules that rank content across the platform. It determines what people see every time they check Facebook, and in what order that content shows up. Facebook calls this “personalized ranking.”

Essentially, the Facebook algorithm evaluates every post, ad, Story, and Reel. It scores content and then arranges it in descending, non-chronological order of interest for each individual user. This process happens every time a user refreshes their feed.

Facebook says the social network uses algorithms to “arrange all of the content you could see on [the feed, Search, Marketplace, Groups, and Watch] **with the aim of showing you the things we think you may be most personally interested in at the top of each surface.**” → This is why ensuring the proper audience is picked is really important! If you pick the wrong audience, your ads will not resonate with people.

Specifically, Facebook considers four factors to decide which posts to show to which user.

#### 1. Inventory

First, Facebook takes inventory of all the content that could show up on the customer’s Feed. This includes posts coming from people they are friends with, or from the pages or groups they follow.



## 2. Signals

The algorithm then assesses the relevance of each piece of content based on thousands of signals. It's hard to pinpoint those signals as there are so many. But a key signal, is the number of posts. Essentially, make sure you are posting frequently and at different times of the day, this can help draw in different audiences when they log in, and increases the likelihood that your content will be viewed.

Facebook also considers signals such as the type of content and how customers interacted with similar posts. In other words, it tries to assess relevance by understanding the nature of the content and their behavior. This is why we recommend posting a variety of posts and those cooking videos. It is a way to draw in different types of people – some like to read, others like to watch.

## 3. Predictions

Next, it uses the signals above to make predictions about what you want to see. The algorithm will analyze past behavior to try and understand how likely you are to engage with a piece of content.

Let's say you regularly watch and engage with videos from a Page about eco-friendly living. It will understand that you like to watch videos from that Page and you're interested in this topic. This is why we need to make sure the interests we pick in this section are proper. If we pick the proper interests, Facebook's algorithm can likely draw in the proper people who are more likely to buy your product.

## 4. Relevancy scoring

Finally, the algorithm will score each content depending on how relevant it is to you. The higher the score is, the more likely it is to show up in your Feed. Again, this shows how important it is to make sure each subsection mentioned above it picked carefully. This is all impacting how the algorithm is recommending certain ads to people.

.....

In short – chose these subcategories carefully! Let's go over some of our suggestions:

## The Journey Team's Audience Suggestions:

a.) *Location:* This can likely stay the same. The United States matches the target audience's whereabouts of grandparents and parents.

Edit audience



Locations

Type to add more locations

United States

United States + 25 mi



b.) *Interests*: These can be swapped to better match who will be looking at your Facebook ads.

I.) Family & Relationships:

- a.) Family (social concept)
- b.) Fatherhood (children & parenting)
- c.) Motherhood (children & parenting)
- d.) Parenting (children & parenting)

|                                   |                          |
|-----------------------------------|--------------------------|
| Family and relationships          | ^                        |
| Family (social concept)           | <input type="checkbox"/> |
| Fatherhood (children & parenting) | <input type="checkbox"/> |
| Friendship (relationships)        | <input type="checkbox"/> |
| Marriage (weddings)               | <input type="checkbox"/> |
| Motherhood (children & parenting) | <input type="checkbox"/> |
| Parenting (children & parenting)  | <input type="checkbox"/> |
| Weddings (weddings)               | <input type="checkbox"/> |

II.) Entertainment (Leisure) → Reading (communication)

- a.) E-books (publications)
- b.) Fiction Books (publications)
- c.) Mystery Fiction (entertainment and media)

|   |                          |
|---|--------------------------|
| Reading (communication)                 | ^                        |
| Books (publications)                    | <input type="checkbox"/> |
| Comics (comics & cartoons)              | <input type="checkbox"/> |
| E-books (publications)                  | <input type="checkbox"/> |
| Fiction books (publications)            | <input type="checkbox"/> |
| Literature (publications)               | <input type="checkbox"/> |
| Magazines (publications)                | <input type="checkbox"/> |
| Manga (anime & manga)                   | <input type="checkbox"/> |
| Mystery fiction (entertainment & media) | <input type="checkbox"/> |
| Newspapers (publications)               | <input type="checkbox"/> |

### III.) Travel (Travel & Tourism)

a.) Adventure Travel (travel & tourism)

b.) Vacations (social concept)


|                                     |                          |
|-------------------------------------|--------------------------|
| Travel (travel & tourism)           | ^                        |
| Adventure travel (travel & tourism) | <input type="checkbox"/> |
| Air travel (transportation)         | <input type="checkbox"/> |
| Beaches (places)                    | <input type="checkbox"/> |
| Car rentals (transportation)        | <input type="checkbox"/> |
| Cruises (travel & tourism business) | <input type="checkbox"/> |
| Ecotourism (travel & tourism)       | <input type="checkbox"/> |
| Hotels (lodging)                    | <input type="checkbox"/> |
| Lakes (body of water)               | <input type="checkbox"/> |
| Mountains (places)                  | <input type="checkbox"/> |
| Nature (science)                    | <input type="checkbox"/> |
| Theme parks (leisure)               | <input type="checkbox"/> |
| Tourism (industry)                  | <input type="checkbox"/> |
| Vacations (social concept)          | <input type="checkbox"/> |

c.) *Demographics*: These should be set to parents with children ages of 3-5, 6-8, 9-12

Parents ^

| All parents ^  |                          |
|--|--------------------------|
| Parents (All)  | <input type="checkbox"/> |
| Parents (up to 12 months)                            | <input type="checkbox"/> |
| Parents with adult children (18-26 years)            | <input type="checkbox"/> |
| Parents with early school-age children (06-08 years) | <input type="checkbox"/> |
| Parents with preschoolers (03-05 years)              | <input type="checkbox"/> |
| Parents with preteens (09-12 years)                  | <input type="checkbox"/> |
| Parents with teenagers (13-17 years)                 | <input type="checkbox"/> |
| Parents with toddlers (01-02 years)                  | <input type="checkbox"/> |


Step 13.) Duration of Ad: Now that our audience has been selected, we next will select the “Duration of Ad”: Simply select the number of days by clicking on the + or -. The end date will be adjusted on the right as you do this.

Choose when this ad will end 


Days  
7


-

+





End date  
Mar 14, 2023

Daily budget 

Actual amount spend daily may vary. 

Country, currency  
US, USD Change

\$ 5.00 


\$1.00  \$500.00

In addition to setting the timeline for how long the ad is to run, you can set the bid price as well. Rather than set all bids at \$5, we suggest testing different bid amounts: Start with a lower bid and gradually increase it until you find a sweet spot that gets you the desired results.

Monitor and adjust: Keep an eye on your ad's performance and adjust your bid as necessary to maximize your return on investment.


Utilize Facebook's bidding options: Facebook offers various bidding options such as cost per click (CPC), cost per impression (CPM), and cost per action (CPA). Choose the one that aligns with your ad objective and budget.


Step 14.) Placements: Finally, let's talk about where you will be posting the ad. Facebook, Messenger, and Instagram are allowed by Meta, so we have the option to select which of the three we would want to the ad to show up in. We recommend leaving all 3 selected to ensure you reach the largest audience.




Placements  
Facebook, Messenger, Instagram


^

Choose where your ad will appear. More platforms help improve results. 





Facebook






Instagram

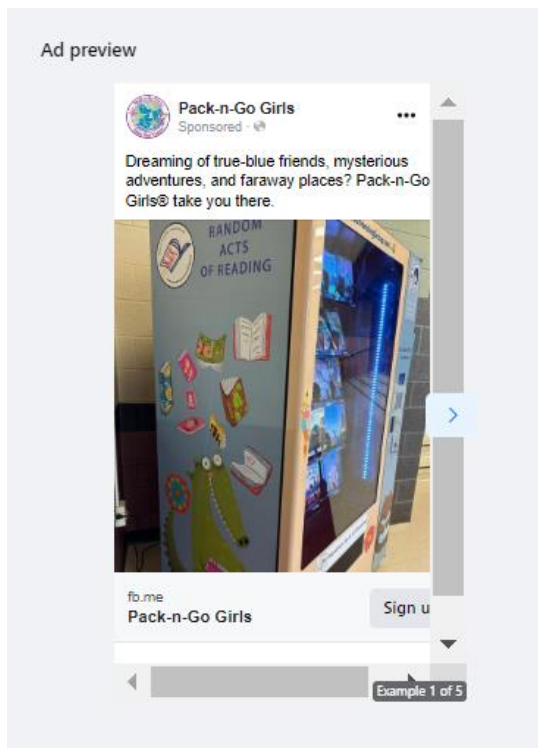




Messenger



Step 15.) If you scroll up, you may see what the ad looks like.



If you are satisfied, you may click on “Promote at the bottom of the screen.” Note that you agree to Meta’s Terms & Conditions when you click promote. The terms and conditions may be clicked on to be reviewed if you so wish!

By clicking Promote now, you agree to Meta's [Terms & conditions](#)

[Need help?](#)

Promote now



*Ta-da! Congratulations!*

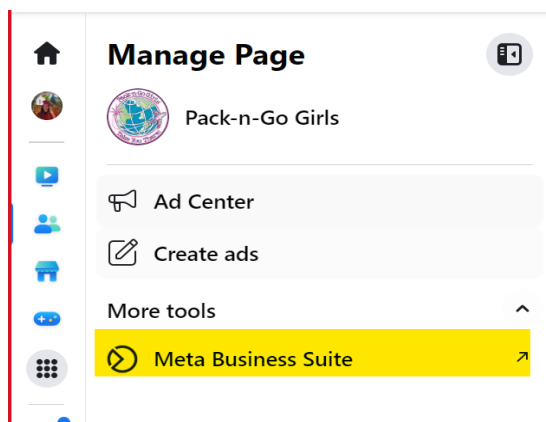


You have just finished your walkthrough of how to create an ad in Facebook via the “Create Ad” button! Great job!!! We hope this first section was clear and informative on how to create an ad and the importance of ensuring the audience was selected properly.

## Option 2.) “Meta Business Suite” Button Walkthrough:

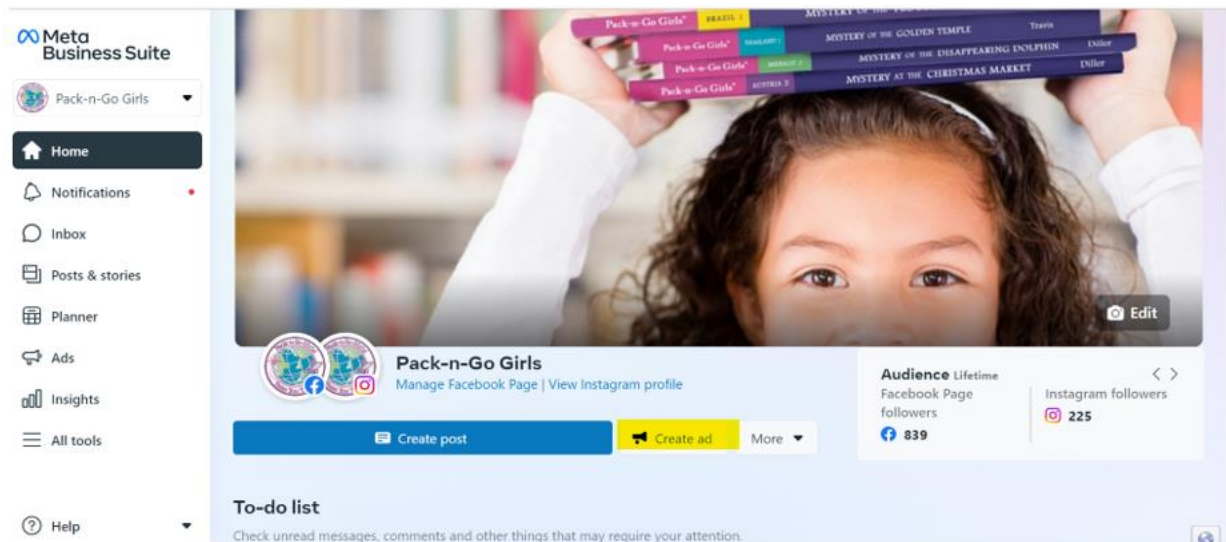
Step 1.) Back in the home page of Pack N Go Girls, let’s discuss the second option of how to create ads in Facebook: through Meta Business Suite.

Select “Meta Business Suite” from the main menu, underneath “More Tools,” as shown highlighted below.

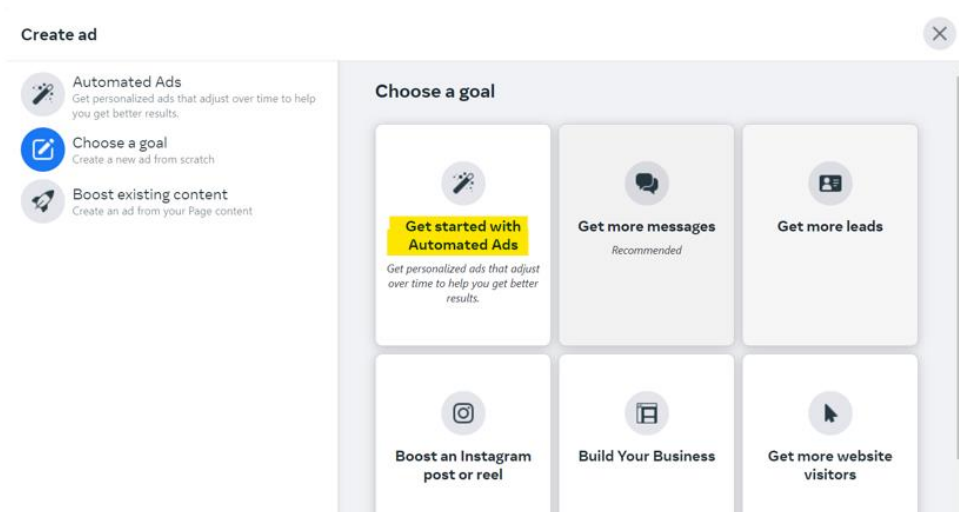


Step 2.) Opening Meta Business Suite will bring you to this new launch page. Click on Create Ad, as highlighted below.





Step 3.) You will be brought to this page. Let's select "Get Started with Automated Ads," as shown highlighted below. Do know that you may use the scroll bar on the left to see the other goal options, such as "Get More Website Visitors." For now, we recommend selecting "Get Started with Automated Ads."



## What Are Automated Ads?

Automated Ads will recommend personalized ads to help you reach goals you set. Over time, Automated Ads learn what may perform best and will make improvements and suggestions.

Automated Ads can help you accomplish different business **goals**, like getting people to visit your website or getting more leads. There are many goals to choose from in Facebook, here is a breakdown of each goal to better help your understanding:

| Ad type                                       | Your business goal is to...  |
|---|--|
| <a href="#">Promote your Page</a>             | Increase people's awareness of your business or service and get Page likes.  |
| <a href="#">Promote your business locally</a> | Reach people near your business or a specific city.  |
| <a href="#">Boost post</a>                    | Reach people more likely to be interested in your Page and engage with your post. Boosting a post can help you get more messages, video views, leads or calls. |
| <a href="#">Boost an event</a>                | Generate interest in an upcoming event and encourage attendance.   |
| <a href="#">Get more website visitors</a>     | Send people to a specific URL, such as your website's home page or a blog post.  |
| <a href="#">Promote your app</a>              | Encourage people to download your business's app.  |
| <a href="#">Get more leads</a>                | Find people interested in your business or product and ask them to share their contact info.   |
| <a href="#">Get more website purchases</a>    | Encourage people to purchase your product or service online.   |
| <a href="#">Get more vehicle sales</a>        | Promote your vehicle inventory to in-market shoppers.  |

Once you identify your goal, automated ads will help you create and manage your ads in the following ways:

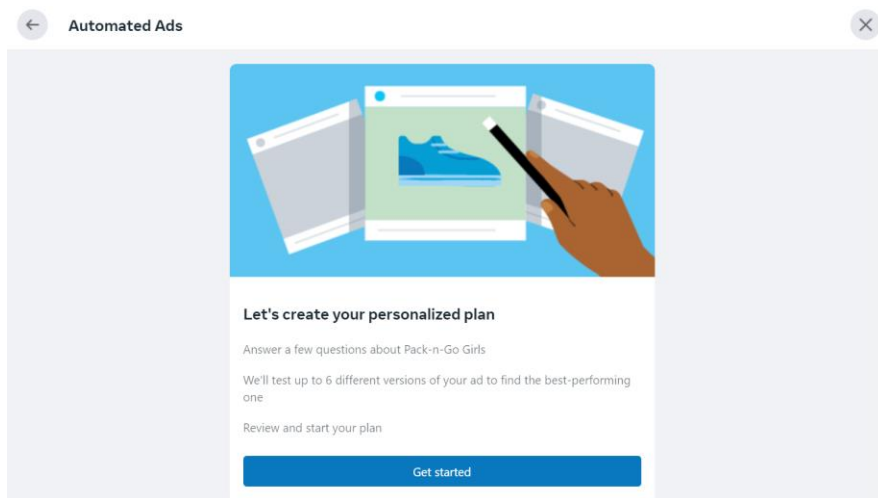
**Multiple versions of your ad:** Create up to 6 different versions of your ad. Once your ad is active for some time, Facebook will automatically show the best-performing version. → Diversity is key! We recommend creating many different versions of an ad to keep audiences engaged rather than simply having the same set of few ads running.

### **Tailored audience suggestions**

**Recommended budget that generates results:** A nifty feature that Facebook provides are the estimated results that you can expect based on the budget you set.

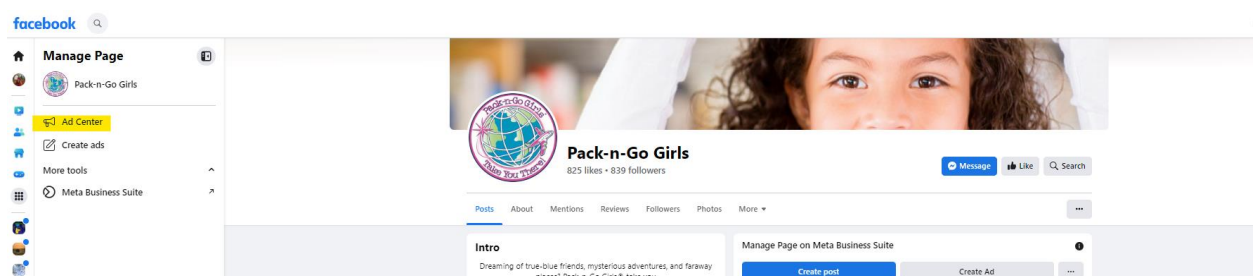
**Timely notifications about your ads:** You'll receive notifications to help you understand how your ads are performing and ways to improve the results. These may include suggested changes like refreshing an image or letting you know when your ad starts generating results like a lead or sale.

Step 4.) Clicking on “Get Started with Automated Ads” will have the below screen pop up. Please work through the questionnaire and select the answers you feel as applicable to Pack N Go Girls. Click “Next” when you have finished answering the question. Automated Ads run continuously to learn what performs better for your plan. You won't be able to set an end date, but you can pause or delete your Automated Ads at any time.



In short, automated ads can save time and resources for businesses by handling the complex optimization process. Of course, it is important to monitor the campaign's performance and adjust as needed to ensure that the ads are reaching the intended audience and achieving the desired outcomes. This leads us into our next section in how to review the results for automated ads.

Step 5.) Back on the home page of Pack N Go Girls: Select “Ad Center” from the menu on the left, as shown below.



Within the Ad Center tab, you will find the following sections:

*Summary:* This section is a summary of your recent ad performance. At the bottom of the summary, you will also see recommendations to boost posts that are performing well.

*Ads:* This section lists all the ads you've created from Page. You can select a specific ad to view more detailed metrics or edit things like your ad's budget. You can also pause or delete after selecting a specific ad.

*Tools:* This section includes useful tools to help you complete your account and optimize your ads.

*Automated ads:* This section is only available if you've created automated ads or have set up Automatically boost posts. You'll find a list of all your automated ads and a summary of recent results.

# Boosting a Post in Facebook

## Refresher about Boosting:

Boosted posts are ads you create from existing posts on your Facebook Page. Boosting a post can help you get more messages, video views, leads or calls. You may also reach new people who are likely interested in your Page or business, but don't currently follow you.

## How to Boost a Post:

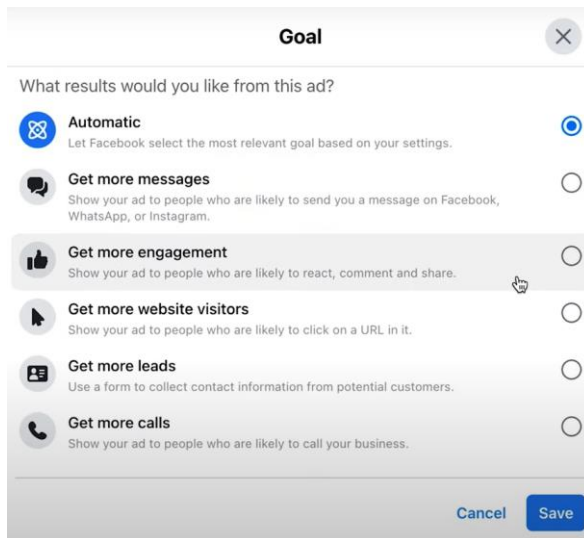
As you go through these steps please make sure you select everything carefully, and type with extra care. After you boost a post, it is still possible to edit in the event of a mistake, (as we will cover in the next section) but Facebook does not make this easy. So be sure you follow these next steps carefully!

- 1.) Find the post you want to boost. This may include a Jobs, Event or video post.
- 2.) Select Boost post. You can find it at the bottom right of your post. Note: If you are unable to select Boost post, boosting may be unavailable for this post.



Click me to Boost! 😊

- 3.) Goal: Choose the results you'd like to see from your ad. You can let Facebook select the most relevant goal based on your settings, or choose a goal manually.



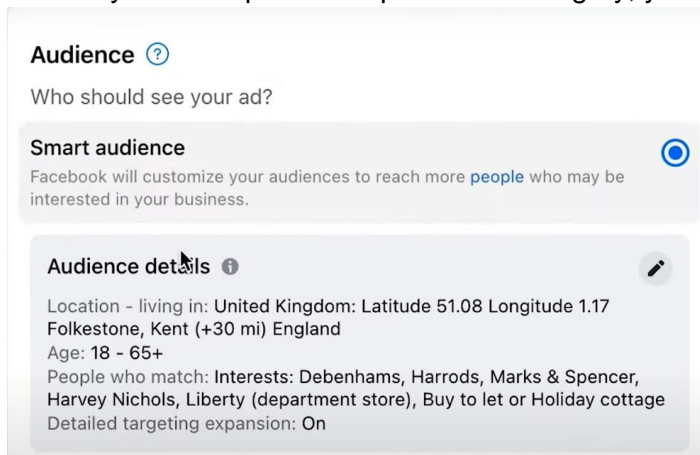
The image shows a 'Goal' selection dialog box. At the top, it says 'Goal' with a close button. Below, it asks 'What results would you like from this ad?'. There are seven options, each with an icon and a radio button:

- Automatic** (selected): Let Facebook select the most relevant goal based on your settings.
- Get more messages**: Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.
- Get more engagement**: Show your ad to people who are likely to react, comment and share.
- Get more website visitors**: Show your ad to people who are likely to click on a URL in it.
- Get more leads**: Use a form to collect contact information from potential customers.
- Get more calls**: Show your ad to people who are likely to call your business.

At the bottom, there are 'Cancel' and 'Save' buttons.

- 4.) Fill in the details for your ad. Facebook will automatically use images and text from your post, but you can choose the following details:

*Audience:* Choose a recommended audience or create a new audience based on specific traits.  
Note: If your ad is part of a Special Ad Category, your audience options may be limited.



The image shows the 'Audience' selection interface. At the top, it says 'Audience' with a help icon. Below, it asks 'Who should see your ad?'. There are two main options:

- Smart audience** (selected): Facebook will customize your audiences to reach more people who may be interested in your business.
- Audience details**: A section for defining the audience based on specific traits.

The 'Audience details' section includes the following information:

- Location - living in: United Kingdom: Latitude 51.08 Longitude 1.17 Folkestone, Kent (+30 mi) England
- Age: 18 - 65+
- People who match: Interests: Debenhams, Harrods, Marks & Spencer, Harvey Nichols, Liberty (department store), Buy to let or Holiday cottage
- Detailed targeting expansion: On

**Edit audience**

Select the location, age, gender and interests of **people** you want to reach with your ad.

**Gender** ⓘ

All Men Women

**Age** ⓘ

18 65+

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

**Locations** ⓘ

Locations  
Type to add more locations

United Kingdom

Folkestone, Kent + 10 mi X

**Audience definition**  
Your audience is defined.

Specific Broad

**Total budget:** Select a recommended budget or provide a custom budget.

**Total Budget** ⓘ

Estimated 336 - 972 **people** reached per day

£ **14.00** ⓘ

**Duration:** Select one of the suggested time frames or provide a specific end date.

**Duration** ⓘ

Days 6 ⓘ

End date Feb 22, 2022

**Payment method:** Review your payment method. If you need to, you can change or update your payment method.

5.) When you're done, select Boost post now.

It may take up to 24 hours for your boosted post to be reviewed by Facebook, but it is approved, you are good to go!





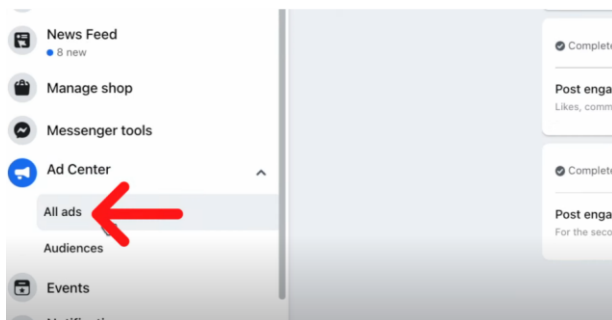
## Editing a Boost:

You have just finished boosting a post! Yay! Though as you are looking at it, you realize there is a slight typo! Don't worry, there is still a way to edit posts even after you have clicked on "boost." In fact, you can change the following of a boosted post:

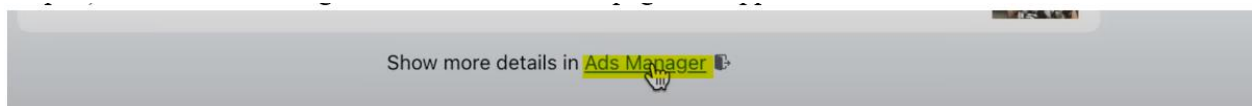
- a.) Ad creative: Provide a URL, text and select an image or video for your ad.
- b.) Audience: Choose a recommended audience or create a new audience based on specific traits.
- c.) Daily budget: Select a recommended budget or provide a custom budget.
- d.) Duration: Select one of the suggested time frames or provide a specific end date.
- e.) Payment method: Review and edit your payment method.

Unfortunately, Facebook does make this easy to edit, and there are quite a few steps to cover. To edit any of the above options a - e follow these steps:

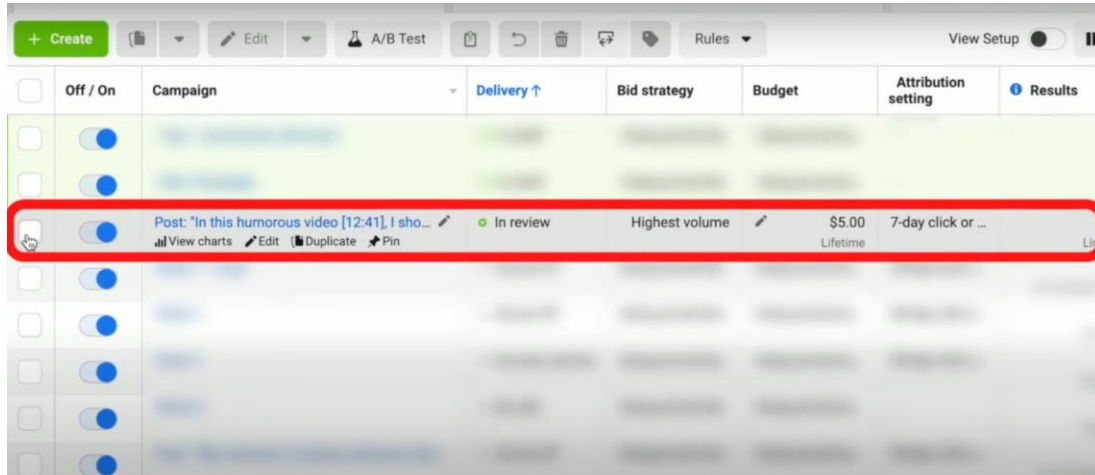
Step 1.) From the home page of Pack N Go Girls business page, click on the drop down arrow of "Ad Center", then select "All Ads" → as the arrow points below shows you.



Step 2.) Select "Ads Manager" at the bottom of the page that appears, as shown highlighted below.

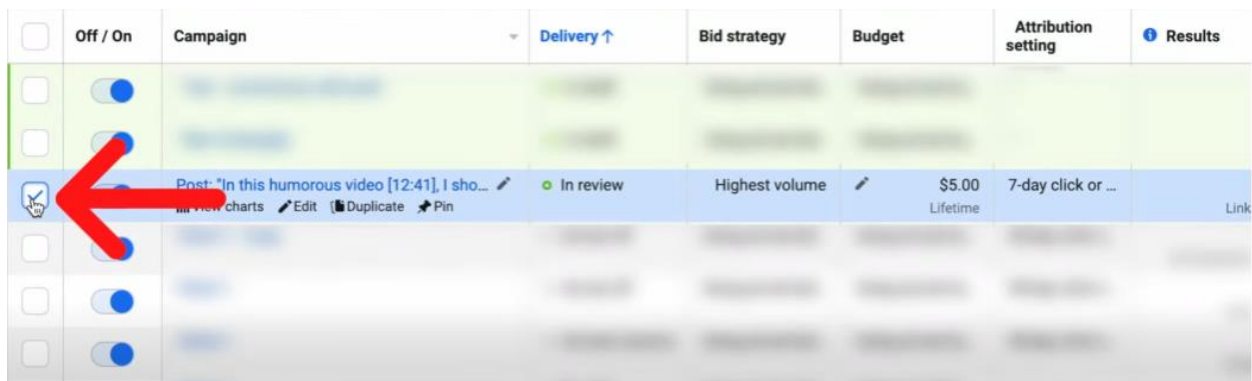


Step 3.) This will open Facebook Ads Manager, and you will see a screen similar to the one below. Look through the different ads and locate the one that is boosted. In this case, the boosted boost has been boxed in red to make it easier to see below.



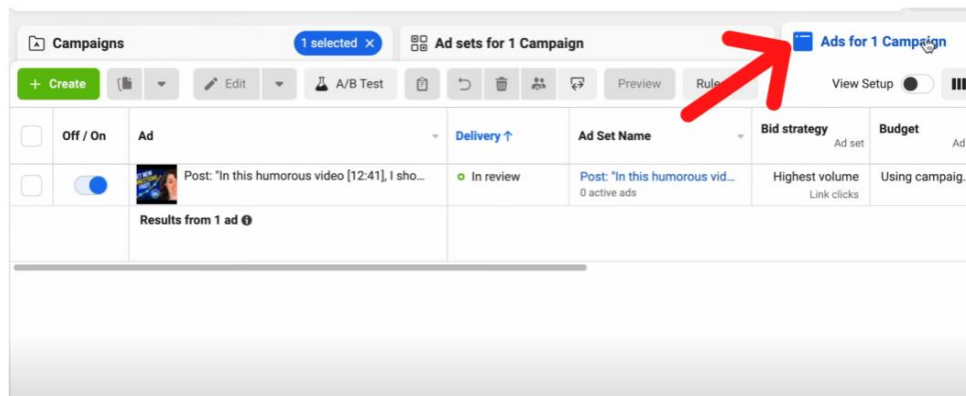
|                                     | Off / On                            | Campaign   | Delivery ↑ | Bid strategy   | Budget             | Attribution setting | Results |
|-------------------------------------|-------------------------------------|--|------------|----------------|--------------------|---------------------|---------|
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Post: "In this humorous video [12:41], I sho..."<br>View charts Edit Duplicate Pin | In review  | Highest volume | \$5.00<br>Lifetime | 7-day click or ...  | Link    |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |

Step 4.) Make sure the box to the left of the row is checked!

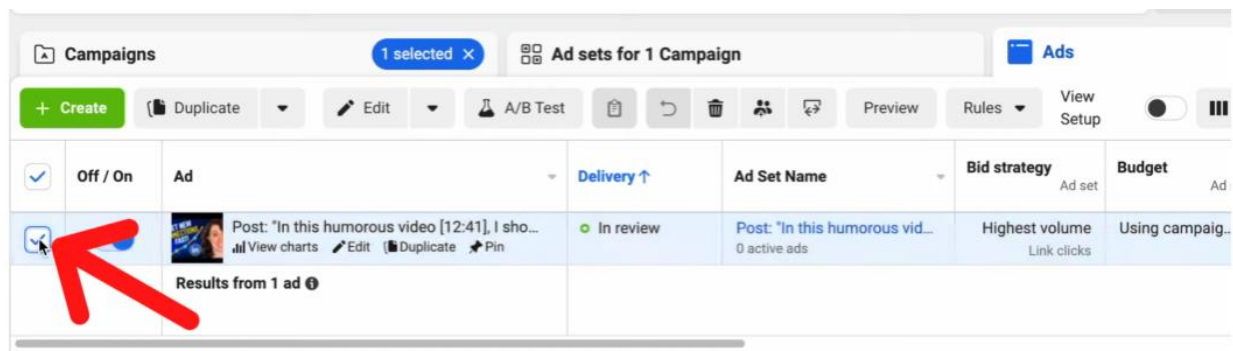


|                                     | Off / On                            | Campaign   | Delivery ↑ | Bid strategy   | Budget             | Attribution setting | Results |
|-------------------------------------|-------------------------------------|--|------------|----------------|--------------------|---------------------|---------|
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Post: "In this humorous video [12:41], I sho..."<br>View charts Edit Duplicate Pin | In review  | Highest volume | \$5.00<br>Lifetime | 7-day click or ...  | Link    |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> |  |            |                |                    |                     |         |

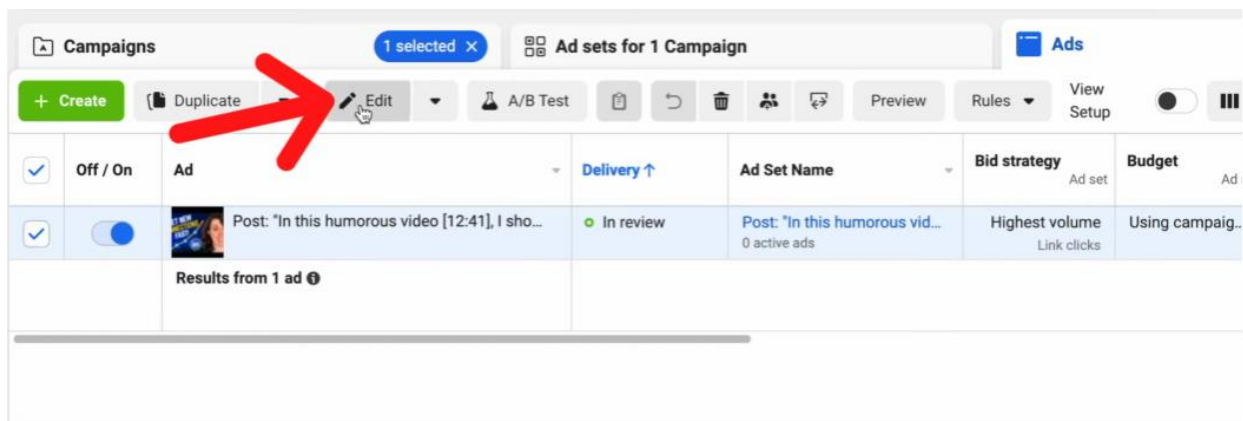
Step 5.) This will open a page similar the one below. Click in the top right “Ads for 1 campaign”



Step 6.) This will pull open this page, make sure the box as shown below is checked!



Step 7.) Next, click on “Edit” near the top, as shown below:



Step 8.) On the next screen, scroll down until under “Ad Creative” you see “Change Post.” Click on this, as shown where the red arrow is pointing:

### Ad creative

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)



Facebook Post

In this humorous video [12:41...

2076770302505928 - Jul 21, 2022

Change post

Create post

Enter post ID

Call to action



Step 9.) Click on another post to boost temporarily → Don't worry we are only doing this for a minute or two. It is the only way Facebook allows changes to be made.

Select post

Facebook Instagram Branded content

Filter by:

All posts Post, image or video IDs, or other keywords

| Facebook post  | Post ID          | Media  | Date created |
|--|------------------|--------|--------------|
|  <p>Check out this guide to social media algorithms ...</p> <p>This is the easiest way to connect your Facebook page to Instagram. [Video - 1:52]</p> | 2079963488853276 | Status | Jul 25, 2022 |
|  <p>This is the easiest way to connect your Faceboo...</p> <p>0 0 0</p>   | 2077677845748507 | Video  | Jul 22, 2022 |

Selected undefined Post

Step 10.) Next click continue in the bottom right, and click "Publish" on the following screen.

Selected Facebook Post



**Connecting Your FB Page to Instagram - EASIEST METHOD!**

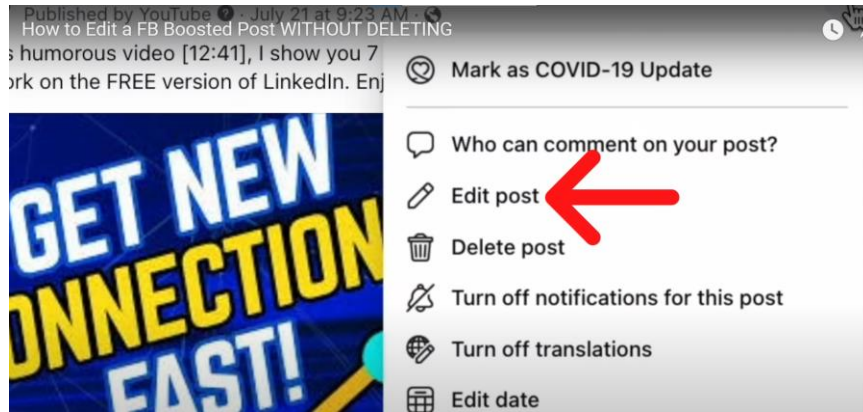
This is the easiest way to connect your Facebook page to Instagram. [Video – 1:52]

Posted Jul 22, 2022 . 0 Likes, 0 Comments, 0 Shares

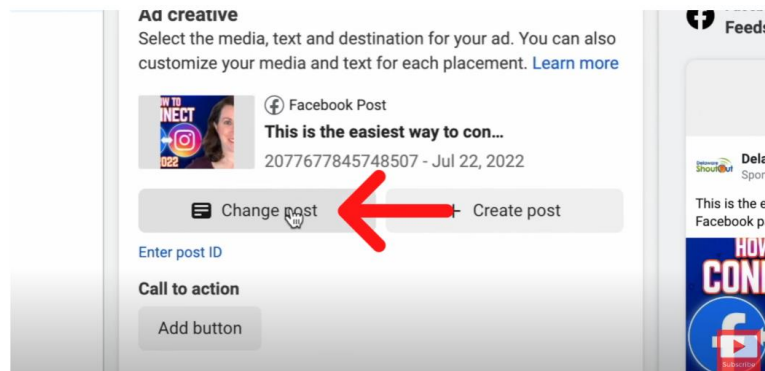
Cancel

**Continue**

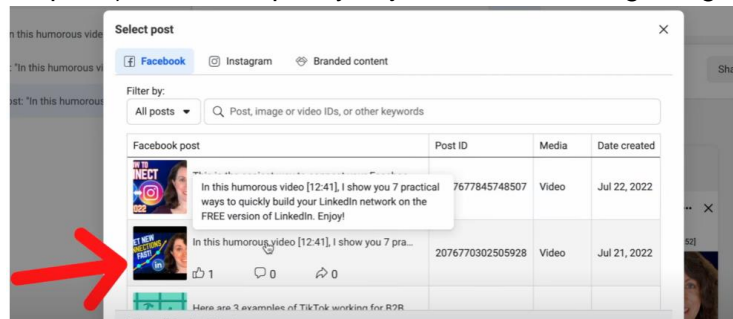
Step 11.) Now when you go back to the home screen and go to the post you want to fix, it is not boosted anymore, and you finally make the edits you want. Scroll to the post you want to edit, click on the three dots, and finally select “Edit Post.” Make the edits you so wish to, and click “Save.”



Step 12.) Now we need to un-boost the temporary post, and “re-boost” the fixed one. Scroll down, and select “Change Post” again under “Ad Creative,” just like we did before for the post we just boosted.



Step 13.) Select the post you just finished editing/fixing.



Step 14.) Click “Continue’ in the bottom right, just as you did before, and finally “publish!”



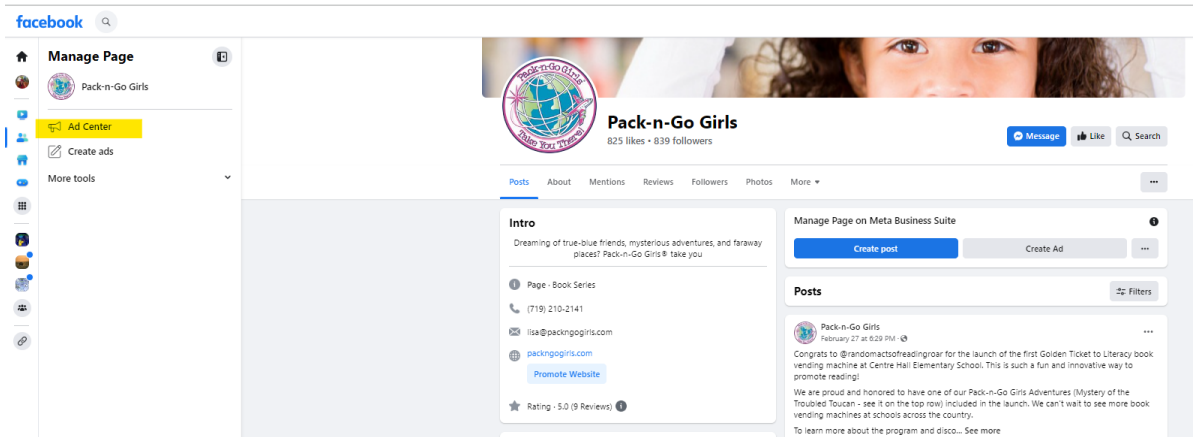
Yay! Your post is not reactivated as boosted, and the edit has been complete! Great job!

## Viewing Results of Boosted Ad:

When you create an ad from a boosted post, you can view the results of that ad and see how it's performing.

To view the results of your boosted post:

- 1.) Go to your Facebook Business Page, and click “Ad Center” from the menu on the left.



- 2.) Find your active boosted post and click View results You may need to click “See all first”. Depending on the goal you chose, this will be the title of your boosted post. For example, if you chose Get more engagement, your ad will be called Post engagements.

| Off / On                 | Campaign name                                      | Delivery  | Bid strategy       | Budget             | Attribution setting | Results         | Reach  | Impressions |
|--------------------------|--|-----------|--------------------|--------------------|---------------------|-----------------|--------|-------------|
|                          | Post: 'So exciting! Thank you so much Spect...     | Off       | Lowest cost        | \$10.00 Lifetime   | 7-day click         | Link Click      | ---    | ---         |
|                          | [11/30/2021] Promoting http://www.sofelyn...       | Completed | Lowest cost        | \$3.00 Daily       | 7-day click or...   | Link Click      | ---    | ---         |
|                          | Post: 'So exciting! Thank you so much Spect...     | Completed | Lowest cost        | \$8.00 Lifetime    | 7-day click or...   | Link Click      | ---    | ---         |
|                          | Post: 'So exciting! Thank you so much Spect...     | Completed | Lowest cost        | \$10.00 Lifetime   | 7-day click         | Link Click      | ---    | ---         |
|                          | Post: 'I am so grateful for everyone's support...  | Completed | Lowest cost        | \$5.00 Lifetime    | 7-day click         | Post Engagement | ---    | ---         |
|                          | New Campaign                                       | Completed | Using ad set bl... | Using ad set bu... | 7-day click         | Link Click      | ---    | ---         |
|                          | Post: 'Hanging out in Hudson today at Ohio ...     | Completed | Lowest cost        | \$5.00 Lifetime    | 7-day click         | Post Engagement | ---    | ---         |
|                          | Post: 'Hi I'm Sofie Lynn, a 17 years old baker ... | Completed | Lowest cost        | \$10.00 Lifetime   | 7-day click         | Link Click      | ---    | ---         |
| Results from 8 campaigns |  |           |                    |                    | Multiple attrib...  | ---             | People | To          |



## **Pausing and Resuming a Boosted Post:**

When you boost a post you may want to pause it and then later resume it.

### **To Pause your Boosted Post:**

- 1.) Go to Pack N Go Girls Business Facebook Page and click “Ad Center” from the menu on the left.
- 2.) Find your active boosted post and click the icon with the three dots . You may need to click “See All” first.
- 3.) Choose “Pause ad” in the dropdown.
- 4.) Click “Confirm” in the pop-up window. Your ad status will now show as Paused.

### **To Resume your Boosted Post:**

- 1.) To resume, follow steps 1-3 to find your paused ad. Then choose Resume ad in the dropdown. Your ad status will now show as Active.

# Creating a Facebook Shop:



As a refresher, shops allow you to display and sell products on Facebook and Instagram. People who visit your shop can browse your products, make purchases and get to know your brand.

You'll create your shop in Commerce Manager, a tool you use to manage your inventory and sales on Facebook and Instagram.

Step 1.) [Click me](#) to begin setting up Facebook shop. Ensure you log in with your Pack N Go Girls credentials

Step 2.) Within the first page, begin by selecting Facebook, as highlighted below. Then click "Next in the bottom right"

### Start selling on Facebook, Instagram or both

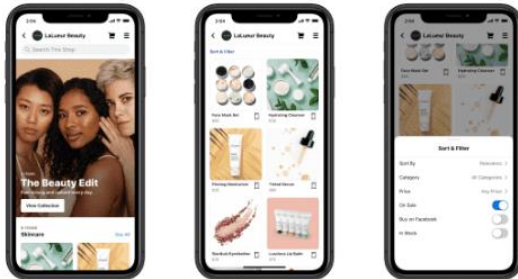
Setting up a shop is free and only takes a few minutes. Once it's approved and you've added products to your catalog, customers will be able to browse your shop and make purchases.

### One shop, more ways to get discovered

Design and manage your shop on Facebook and Instagram from one place.

Instagram

Facebook



#### Fast and secure checkout

Customers can browse and buy products directly in the app or be redirected to your website's checkout.



#### Zero subscription fees

It's free to set up and maintain your shop on Facebook and Instagram.



#### Simple inventory management

Connect an existing catalog or create a new one to add, promote and sell your products.

## Step 3.) Choosing a Checkout Method:

You can choose one of 3 checkout methods for people to purchase your products: On your business website, with checkout on Facebook and Instagram (US only), or through messaging.

When you set up checkout on FB and Instagram, you'll also need this list of documents and information:

- a.) Business category and type
- b.) A business address in the US
- c.) U.S. bank account details for collecting payouts
- d.) State Tax Registration Number for every state where the business operates, for tax purposes
- e.) Federal Tax Identification Number that matches the business representative's name for financial reporting
- f.) A business representative's personal or business identity information to verify the authenticity of the business
- g.) Shipping options, return policy, and a customer service email to set up customer service

## Set up your shop



### Choose a checkout method

Your checkout method determines where customers convert when they want to buy an item from your shop. Setting up checkout is free.



#### Checkout on another website

Customers will be directed to your website from an item's details page on Facebook. You won't be charged extra fees.

[See how it works](#)



#### Checkout with messaging

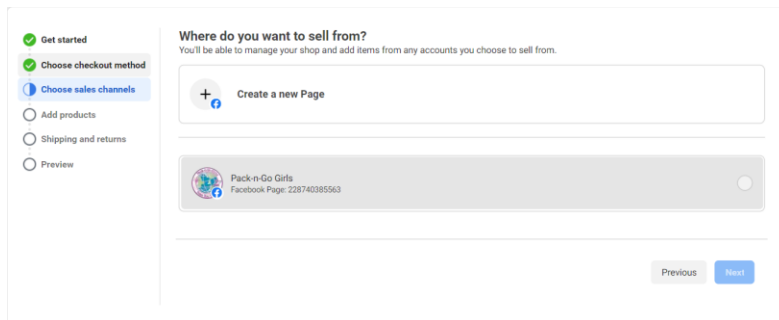
Customers will be directed to Messenger, Instagram Direct or WhatsApp to arrange payment. You won't be charged extra fees.

[See how it works](#)



#### Step 4.) Choose Sales Channels

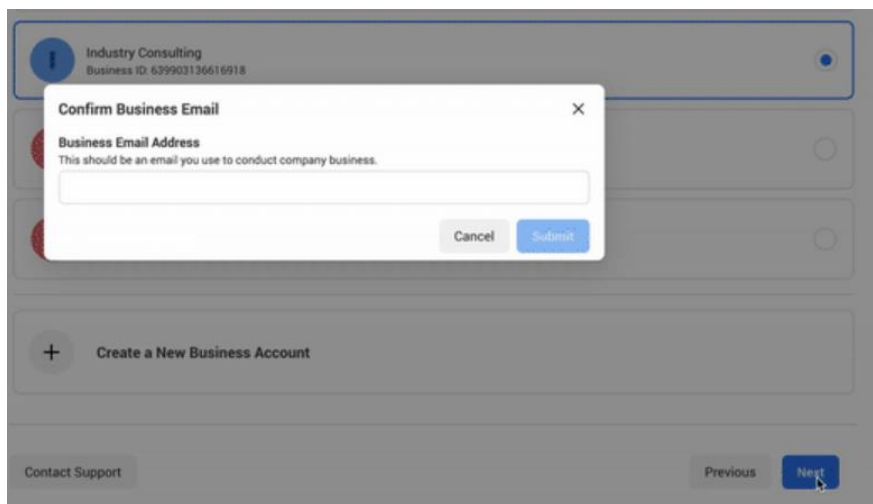
Your sales channels are just the accounts you want to sell from. If you have multiple accounts, you'll make that selection here. It is likely, you only have the one account of Pack N Go Girls, as shown as in the screenshot below. If the account you want to use is grayed out, it means you don't have admin permissions. You'll need to request those permissions from the admin of the page before you move on.



The screenshot shows the 'Where do you want to sell from?' step in the Shopify setup process. On the left, a sidebar lists the setup steps: 'Get started' (checked), 'Choose checkout method' (checked), 'Choose sales channels' (active), 'Add products', 'Shipping and returns', and 'Preview'. The main area has the heading 'Where do you want to sell from?' and a subtext 'You'll be able to manage your shop and add items from any accounts you choose to sell from.' Below this is a 'Create a new Page' button with a plus icon. Underneath is a list of accounts, with 'Pack-n-Go Girls' (Facebook Page: 228740385563) selected. At the bottom right are 'Previous' and 'Next' buttons.

#### Step 5.) Connect Your Business Account

Select from the business accounts you manage. Just enter the name of the business manager and your business email. Click next.



The screenshot shows the 'Confirm Business Email' dialog box in the Shopify setup process. The dialog has a title bar with a close button. Inside, it says 'Business Email Address' and 'This should be an email you use to conduct company business.' Below this is a text input field. At the bottom of the dialog are 'Cancel' and 'Submit' buttons. In the background, a list of business accounts is visible, with 'Industry Consulting' (Business ID: 639903136616918) selected. At the bottom of the screen are 'Contact Support', 'Previous', and 'Next' buttons.

#### Step 6.) Add your Products

You'll choose the catalog you'd like to connect to, if you already have one, or you'll create a new catalog here if you don't have one yet. You may see some catalogs that are grayed out, which means they don't meet the requirements to use in your shop.

If you create a catalog now, you'll add products at a later time, so just name it something that makes sense (i.e Pack N Go Girls Books 1 - 3).

You have two options: either a **Services Catalog** or a **Product Catalog**. The differences are minimal.

Choose a services catalog if you sell services like hair cuts, cleaning, consulting, design, etc. No physical goods will be exchanged. → You would not pick this most likely, as your books are tangible.

Choose a product catalog if you have a physical item.

## How Does Shipping Work?

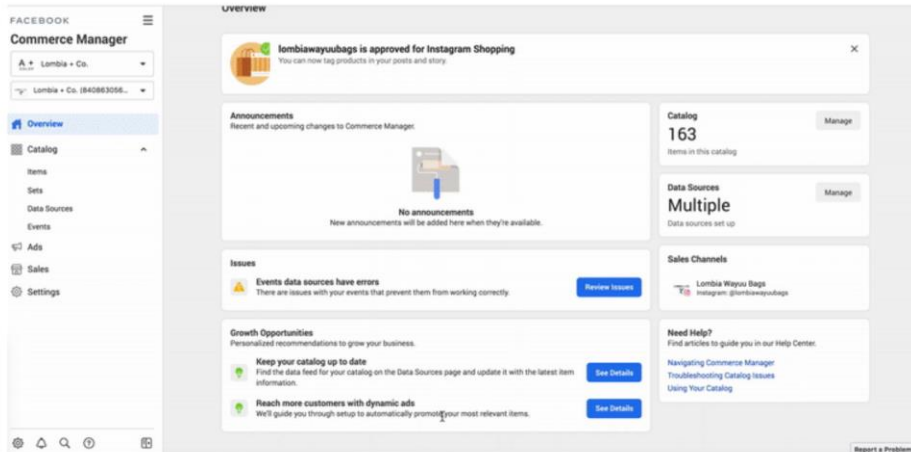
If a customer makes a purchase through a Facebook Shop that is linked to Amazon, Amazon would handle the shipping of the product to the customer. Pack N Go Girls would not be responsible for shipping the product to the customer. However, Pack N Go Girls would *still* be responsible for managing their own inventory and ensuring that they have enough stock to fulfill orders. If you run out of stock or are unable to fulfill an order for any reason, you would need to manage the order cancellation or refund process themselves.

## Step 7.) Set your Shipping and Returns

Add in “filler” information for this section. When we link the shop to Amazon later, this will count as a “unique shipping profile,” and we can change the “filler” information then.

The screenshot shows the 'Shipping and Returns' setup screen in the Facebook Shop interface. On the left is a sidebar with a progress list: 'Choose Checkout Method', 'Choose Sales Channels', 'Connect Business Account', 'Add Products', 'Shipping and Returns' (highlighted with a blue bar), and 'Preview'. The main content area has a heading 'Choose how you'll ship orders and provide some information about how you'll handle returns.' Below this is the 'Shipping Options' section, which includes the instruction 'Add at least one shipping option for your customers to select at checkout. You'll be able to update your shipping options or add unique shipping profiles later.' A grey box prompts the user to 'Add at least one shipping option for your customers to select at checkout.' Below this are three radio button options: 'Offer Standard Shipping', 'Offer Expedited Shipping', and 'Offer Rush Shipping'. The 'Return Window' section follows, with the instruction 'Detail how long your customers have to return items to you. We require a minimum window of 30 days. The number of days is calculated from the day your item is delivered to the customer.' A note states 'You can always edit your return in the future. [Learn more](#).' At the bottom right are 'Previous' and 'Next' buttons.

## Step 8.) Preview your shop details and submit them for review



Look over your selections, double-check that everything is connected to the right accounts, and that you've made the selections you want.

You'll need to verify that your shop meets Facebook's Seller Agreement. Please take the time to read through the document fully before you check and submit your shop for review.

Once you're satisfied, click Finish.

The review process typically only takes between 24 and 48 hours. When your application is approved, you'll receive a notification from Facebook and your products will automatically start showing on your Facebook Shop page. You'll need to publish your page to make it visible to the public.



**Yay!!! Congratulations!**

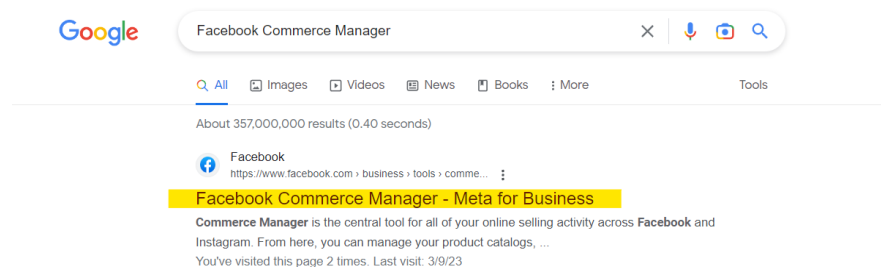


You have just finished your walkthrough of how to the beginning steps on how to create a Facebook Shop! Great work! Take a moment to pat yourself on the back, and then let's move onto the next section.

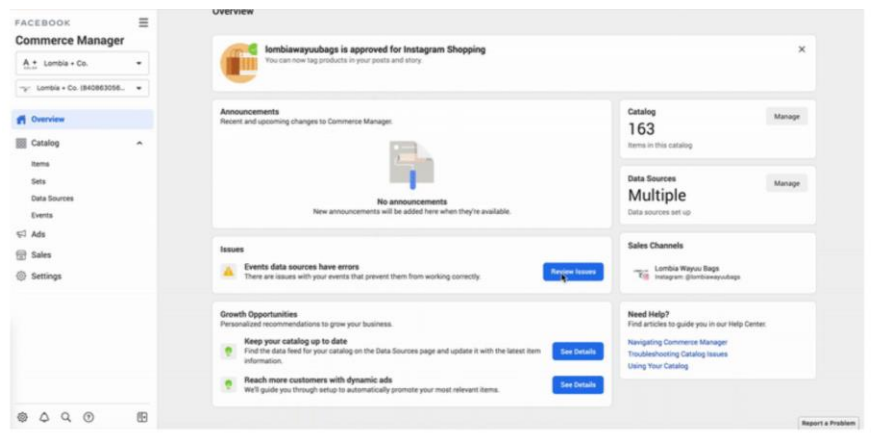
# Understanding The Commerce Manager

Now that you have successfully finished the Facebook Shop setup process, majority of your time will be spent with Commerce Manager. Let's walk through that so you know what you're looking at, and where to find everything you'll need to manage your shopping on Facebook.

Step 1.) Type in Google "Facebook Commerce Manager" click on the first link, as shown below



Step 2.) When you enter the Commerce Manager on Facebook, you'll land on the Overview Page as shown below:



This gives you a snapshot of what's going on in your shopping account. If there are any announcements, you'll see them here. Any issues with your data sources or catalog will also be here.

You can easily click "Review Issues" to handle it immediately. If any issues arise, they should be the first thing you look at when opening this page.

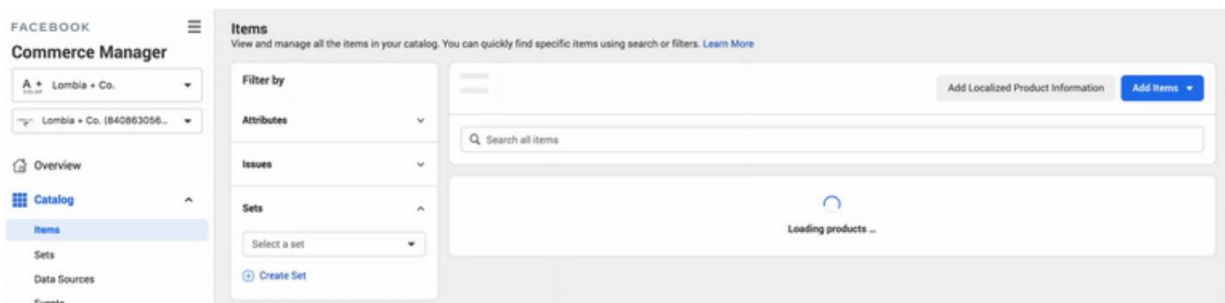


You'll also have growth opportunities outlined. You can click "See Details" to learn more about those if you want.

Step 3.) Let's deep dive into each subsection on the left hand screen, starting with:

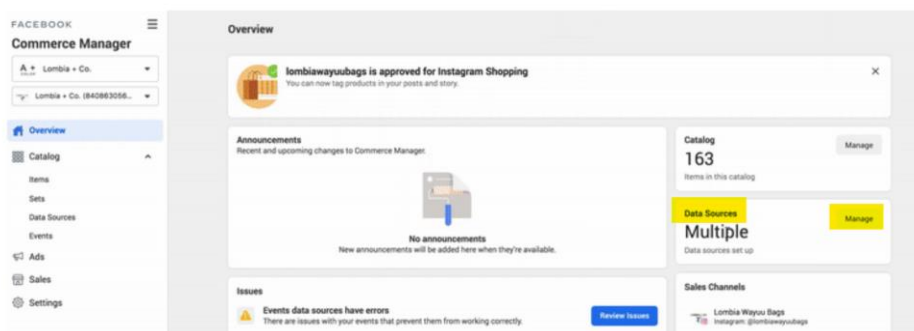
Catalog:

On the left, we have "Catalog". You'll see how many items are in your Catalog, and if you click to Manage, it will bring you to the Items Tab. This is where you can manage all the items in your catalog.



## 2.) Data Sources:

We'll pop back into Overview and look at Data Sources. This option will show which sources are set up in your account. You can manage those here and see what data sources you're using and any issues associated with them. You can also add items, as shown in the second screen shot below.



FACEBOOK

**Commerce Manager**

A + Lombia + Co.

Lombia + Co. (B40863056...)

Overview

Catalog

Items

Sets

**Data Sources**

**Data Sources**  
Manage the data sources that supply information about the items in your catalog. [Learn More](#)

Add Localized Product Information [Add Items](#)

**Data feeds**

| Name  | Last Update   | Next Update   |
|---|---|---|
| <p>Initial product sync from WooCommerce. DO NOT DELETE.</p> <p>Feed Type: Scheduled Upload</p> <p>Feed ID: 679318806341199</p> <p>Feed URL: https://www.lombia.co/wp-content/uploads/woo-feed/facebook/xml/final.xml</p> | <p>All good</p> <p>Scheduled upload</p> <p>Jul 5 at 4:52 PM GMT-07:00</p> | <p>Update Scheduler</p> <p>Jul 6 at 6:51 PM GMT-06:00</p> <p>Feed updated every day</p> |

**Apps**

| Name | Last Update |
|------|-------------|
|------|-------------|

Add Multiple Items

Add One Item

#### 4. Sales Channels

It will display where your shop is displaying, whether that's on Instagram, Facebook, or both.

FACEBOOK

**Commerce Manager**

A + Lombia + Co.

Lombia + Co. (B40863056...)

Overview

Catalog

Items

Sets

Data Sources

Events

Ads

Sales

Settings

**Overview**

**lombiawayuubags is approved for Instagram Shopping**  
You can now tag products in your posts and story.

**Announcements**  
Recent and upcoming changes to Commerce Manager.

No announcements  
New announcements will be added here when they're available.

**Issues**  
Events data sources have errors  
There are issues with your events that prevent them from working correctly. [Review Issues](#)

**Catalog**  
163  
Items in this catalog [Manage](#)

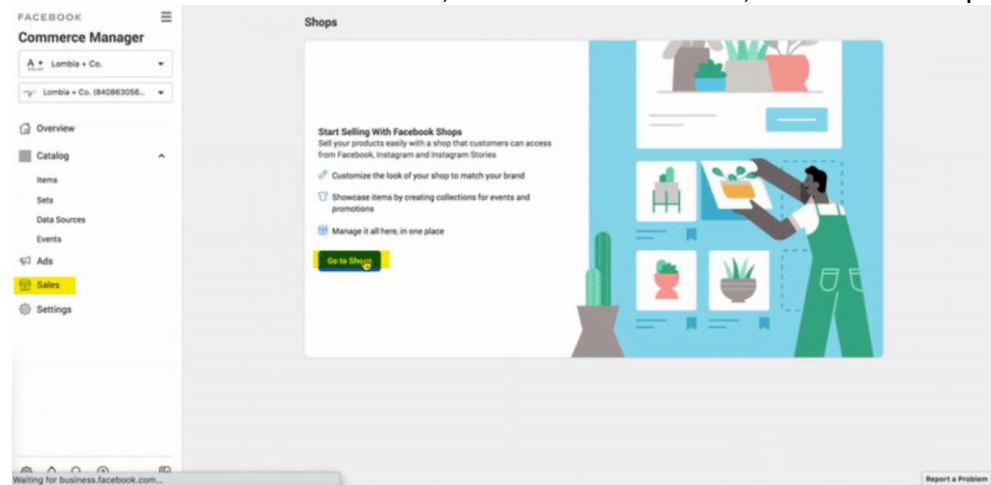
**Data Sources**  
Multiple  
Data sources set up [Manage](#)

**Sales Channels**

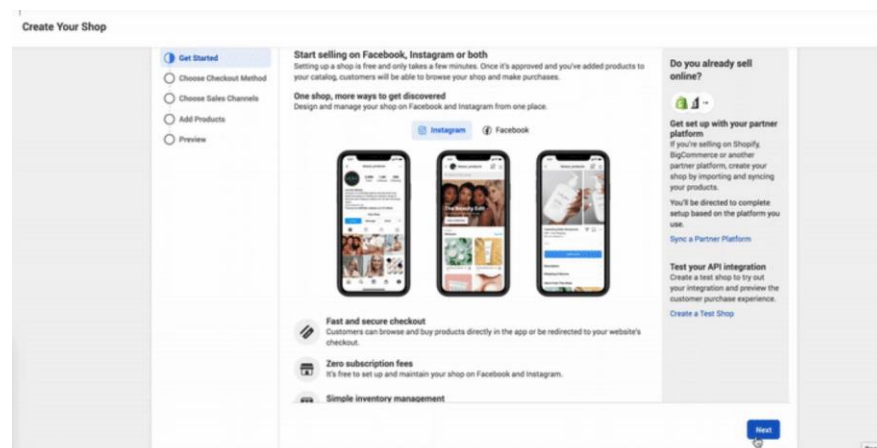
Lombia Wayuu Bags  
Instagram: @lombiawayuubags

## Connecting Facebook Shop with Facebook Commerce Manager:

- 1.) Go back to [Commerce Manager](#) landing page. Once again, ensure you are signed in with your Pack N Go Girls credentials.
- 2.) Click “Sales” on the lefthand side, as shown below. Next, click “Go to Shop”



- 3.) You'll land on this screen if you're not yet done with your Facebook Shop setup. Please refer to [Creating a Facebook Shop](#) discussed in an above section if you get this screen. Otherwise, continue onto step 4 as listed below.



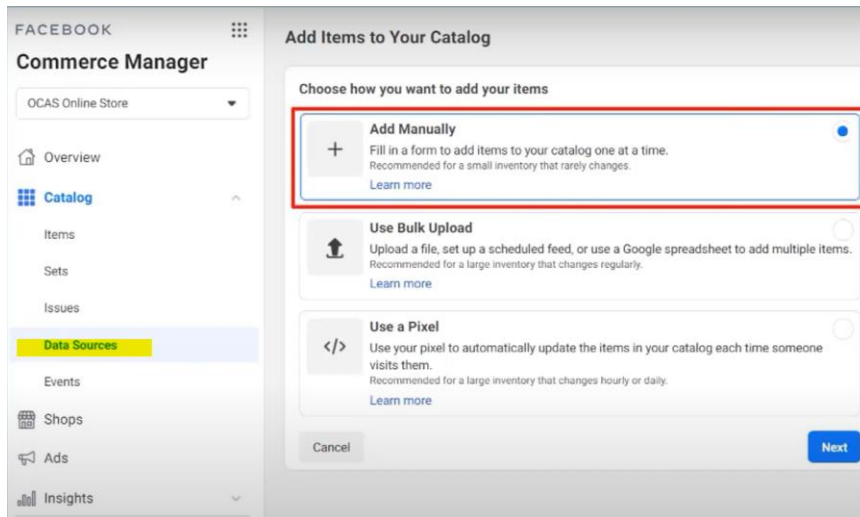
- 4.) Now that you've set up your Shop and connected it to the proper accounts, you're almost ready to start selling.

# Complete Your Facebook Shop Setup and Publish it

When you initially set up a catalog when creating the Facebook shop, the catalogue was likely blank. It is time to add products to this catalog! Let us go back to the home page of [Commerce Manager](#)

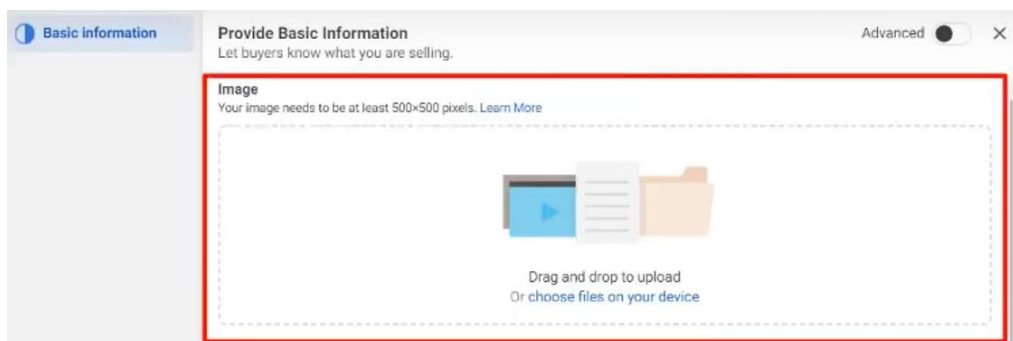
## Step 1.) Add products to your catalog

From the home page of Commerce Manager, select Data Sources on the left hand side. Then select “Add Manually.” This is the best option listed given what Pack N Go Girls sells.



## Filling out Basic Information Section:

Step 2.) Now let us add images. It might be a bit tedious to add each book bit by bit. But again, compared to the other two methods, this is by far the easiest as it does not require use of software you would have to download otherwise. We recommend adding images with white backgrounds to make it easy to view the product. To pictures used in your Amazon campaigns are proper examples of what the image should like. We recommend re-using those images if possible. (Let us know if you need help getting these images again, we have a few ideas in case you can't find them already saved on your desktop.) The recommended size for these images is 500x500 pixels with the file format of jpg, jif, or png.



Step 3.) By toggling the “Advanced Key” in the top right. You can upload more than more than one image for a single product. (You may add up to a total of 4 additional photos for a product.)

The screenshot shows the 'Provide Detailed Information' form. On the left, there's a sidebar with 'Basic Information' selected. The main area has a header 'Provide Detailed Information' with a sub-header 'Help buyers make a purchase decision by providing as much information as possible'. Below this, there's an 'Image' section with a placeholder for 'MSI1.jpg' (110.8 KB) and a 'Replace image' link. An 'Additional Images' section shows a grid of four placeholder images. The 'Title' section has a text input field with a hint: 'Add a title that describes this item. Titles can be up to 150 characters long. We recommend using under 65 characters.' The 'Description' section has a larger text input field with a hint: 'Add details about this item, including any unique features which help people understand its benefits.' At the bottom, there's a 'Website Link - Optional' field and 'Cancel' and 'Next' buttons. The 'Advanced' toggle in the top right corner is highlighted with a red box.

Step 4.) Next add a title of your product.

This screenshot is similar to the previous one, but the 'Title' text input field is now highlighted with a red box, indicating it's the current step in the process.

Step 5.) Next add a description of the product. Try to keep these short and sweet that would draw people in.

This screenshot shows the 'Provide Detailed Information' form with the 'Description' text input field highlighted by a red box. The 'Title' field now contains the text: 'MSI GL65 Leopard 10SFK-062 15.6" FHD 144Hz 3ms Thin Bezel Gaming Laptop Intel Core i7-10750H RTX2070 16GB...'. The 'Advanced' toggle remains in the top right.

Step 6.) Next you may include an external link to either Amazon or Pack N Go Girls website.

The screenshot shows the 'Provide Detailed Information' section of a Facebook Shop listing form. On the left, there are tabs for 'Basic Information', 'Display Options', and 'Create Variants'. The 'Basic Information' tab is active. The main area is titled 'Provide Detailed Information' with a subtext 'Help buyers make a purchase decision by providing as much information as possible.' Below this is a 'Description' section with a text area containing product specifications. At the bottom, there is a 'Website Link - Optional' section with a text input field containing the URL: [https://www.usajacket.com/product/kingsman-agent-whiskey-jacket/?fbclid=IwAR2AkmBscmXbV\\_Lij1WBcUs4E3kPHf](https://www.usajacket.com/product/kingsman-agent-whiskey-jacket/?fbclid=IwAR2AkmBscmXbV_Lij1WBcUs4E3kPHf). The 'Website Link' section is highlighted with a red rectangular border.

As a reminder, let's review how Facebook Shop financials work. Facebook Shop is free to use for businesses. But there is a small fee for each transaction. Selling fees by Facebook Market is currently being waved through June 30<sup>th</sup>, 2023. But **traditionally, the selling fee is 5% per shipment, or a flat fee of \$0.40 for shipments of \$8.00 or less.** (Pack N Go Girls would keep the rest of their earnings.) This fee applies regardless of whether the Facebook Shop is linked to Amazon or not.

If a business links their Facebook Shop to Amazon and participates in Amazon's Affiliate Marketing program, they can earn a commission on sales made through their referral links to Amazon. The commission rate and terms of the affiliate agreement would depend on the specific agreement between the business and Amazon.

However, it's important to note that the commission earned from Amazon's Affiliate Marketing program is separate from the selling fee charged by Facebook. The business would still need to pay the 5% selling fee to Facebook for each transaction on their Facebook Shop, even if the customer is redirected to Amazon to complete the purchase.

#### [Amazon Product and Commission Rates:](#)

| Product Category   | Fixed Standard Program Fee Rates |
|--|----------------------------------|
| Luxury Beauty, Amazon Coins  | 10.00%                           |
| Furniture, Home, Home Improvement, Lawn & Garden, Pets Products, Pantry            | 8.00%                            |
| Headphones, Beauty, Musical Instruments, Business & Industrial Supplies            | 6.00%                            |
| Outdoors, Tools  | 5.50%                            |
| Digital Music, Grocery, Physical Music, Handmade, Digital Videos                   | 5.00%                            |
| Physical Books, Health & Personal Care, Sports, Kitchen, Automotive, Baby Products | 4.50%                            |

Also recall earlier that: If a customer makes a purchase through a Facebook Shop that is linked to Amazon, Amazon would handle the shipping of the product to the customer. The business that owns the Facebook Shop would not be responsible for shipping the product to the customer.

However, the business that owns the Facebook Shop would still be responsible for managing their own inventory and ensuring that they have enough stock to fulfill orders. If they run out of stock or are unable to fulfill an order for any reason, they would need to manage the order cancellation or refund process themselves.

Step 7.) Indicate the price you would like the product to sell for

**Basic Information**

- Display Options
- Create Variants

**Provide Detailed Information**  
Help buyers make a purchase decision by providing as much information as possible.

**Website Link - Optional**  
Add a link to the website page where people can view more details and buy this item.

**Price**  
Choose a currency and add the full price of the item as shown on your website. If you want to create different options of your item, you'll need to add the price of each one in the Variants section.

USD - US Dollars \$0.00 USD

☐ This item is on sale

**Condition**

Brand - Optional

Step 8.) You may select “This Item is on Sale” and then list a discounted price to incentivize viewers to buy the item.

**Price**  
Choose a currency and add the full price of the item as shown on your website. If you want to create different options of your item, you'll need to add the price of each one in the Variants section.

USD - US Dollars \$1,395.00 USD

☒ This item is on sale

**Sale price**  
Add a discounted price if this item is on sale.

\$1370.00 USD

Step 9.) Indicate the condition of the item

Condition

☒ New

☐ Refurbished

☐ Used (fair)

☐ Used (good)

☐ Used (like new)

Step 10.) (Optional) Insert a brand name

**Basic Information**

Display Options

Create Variants

**Provide Detailed Information**

Help buyers make a purchase decision by providing as much information as possible.

Advanced

Choose a currency and add the full price of the item as shown on your website. If you want to create different options of your item, you'll need to add the price of each one in the Variants section.

USD - US Dollars

\$1,395.00

USD

☒ This item is on sale

**Sale price**

Add a discounted price if this item is on sale.

\$1,370.00

USD

**Condition**

New

**Brand - Optional**

MSI

**Content ID - Optional**

Add a SKU or another unique identifier. You'll need to provide this if you want to retarget more people through Facebook ads. If you'd like to create variations of this item, add an ID for each one in the Variants section.

**Category**

Choosing the most specific category or subcategory ensures that buyers see the most relevant information for your item.

Select a category

Cancel

Next



## Step 11.) (Optional) Create a unique identifier for each item

**Basic Information**

- ☐ Display Options
- ☐ Create Variants

**Provide Detailed Information**  
Help buyers make a purchase decision by providing as much information as possible.

Choose a currency and add the full price of the item as shown on your website. If you want to create different options of your item, you'll need to add the price of each one in the Variants section.

USD - US Dollars \$1,395.00 USD

☒ This item is on sale

**Sale price**  
Add a discounted price if this item is on sale.

\$1,370.00 USD

**Condition**  
New

**Brand - Optional**  
MSI

**Content ID - Optional**  
Add a SKU or another unique identifier. You'll need to provide this if you want to retarget more people through Facebook ads. If you'd like to create variations of this item, add an ID for each one in the Variants section.

## Step 12.) Select a category you wish to put the item under.

**Basic Information**

- ☐ Display Options
- ☐ Create Variants

**Provide Detailed Information**  
Help buyers make a purchase decision by providing as much information as possible.

Choose a currency and add the full price of the item as shown on your website. If you want to create different options of your item, you'll need to add the price of each one in the Variants section.

USD - US Dollars \$1,395.00 USD

☒ This item is on sale

Search

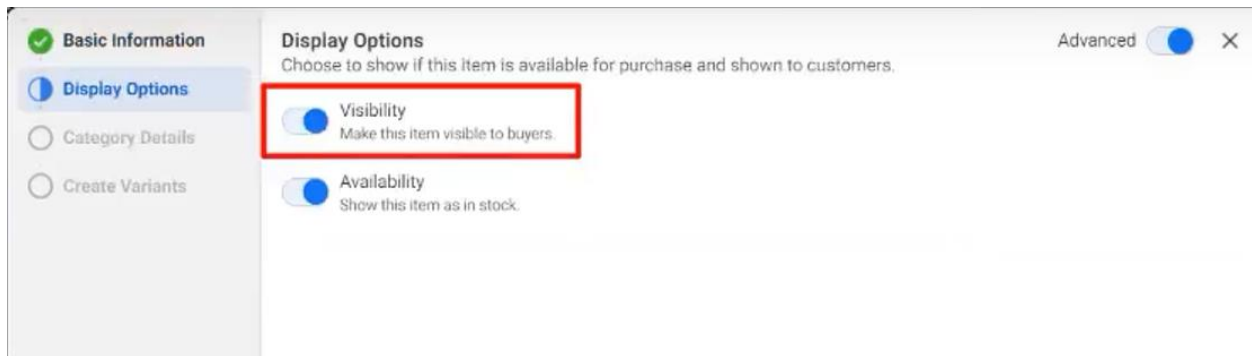
- Antiques & Collectibles  
8 subcategories
- Arts & Crafts  
5 subcategories
- Auto Parts & Accessories  
7 subcategories
- Baby Products  
7 subcategories
- Clothing & Accessories  
3 subcategories
- Electronics

Select a category

Cancel Next

*Display Options Section:*

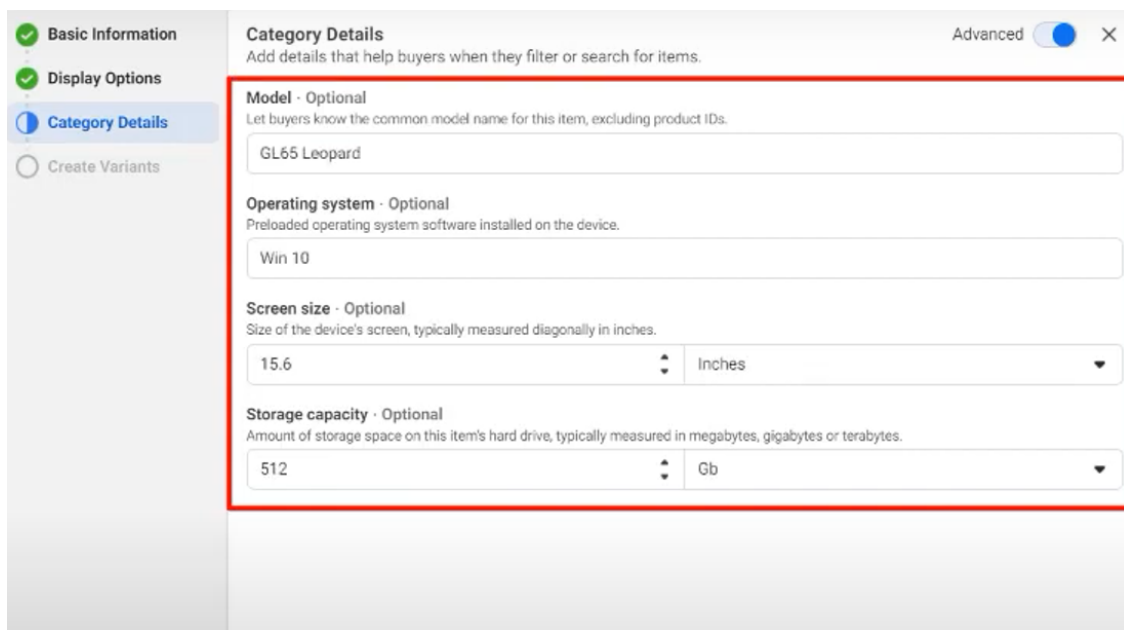
Step 13.) Toggle the “Visibility” and “Availability” as needed.



The screenshot shows the 'Display Options' section of a product management interface. On the left, a sidebar contains four options: 'Basic Information' (checked), 'Display Options' (selected), 'Category Details', and 'Create Variants'. The main area is titled 'Display Options' with a subtitle 'Choose to show if this item is available for purchase and shown to customers.' and an 'Advanced' toggle. Two toggle switches are visible: 'Visibility' (checked) and 'Availability' (checked). The 'Visibility' toggle is highlighted with a red rectangular box.

*Category Details Section:*

Step 14.) Fill in the appropriate information based on the category you chose before. The bottom box as shown below will look different, as the category Pack N Go Girls chose is not computer hardware.



The screenshot shows the 'Category Details' section of a product management interface. On the left, a sidebar contains four options: 'Basic Information' (checked), 'Display Options' (checked), 'Category Details' (selected), and 'Create Variants'. The main area is titled 'Category Details' with a subtitle 'Add details that help buyers when they filter or search for items.' and an 'Advanced' toggle. The form contains four sections, each with a title, a description, and a text input field: 'Model - Optional' (GL65 Leopard), 'Operating system - Optional' (Win 10), 'Screen size - Optional' (15.6 inches), and 'Storage capacity - Optional' (512 Gb). The entire form area is highlighted with a red rectangular box.

*Create Variants Section:*

Step 15.) This option can likely be skipped, as it is not applicable most likely. This is more so if you were to sell clothing or something of that nature. Click “Finish” in the bottom right.

The screenshot shows a software interface for creating variants. On the left is a vertical sidebar with four items: 'Basic Information' (checked), 'Display Options' (checked), 'Category Details' (checked), and 'Create Variants' (active, highlighted in blue). The main area is titled 'Create Variants' and includes a sub-header 'Advanced' with a toggle switch and a close button. Below the title is a descriptive paragraph: 'Variants are variations of the same item in your catalog, such as different sizes, colors or patterns. Are you adding variants for this item? If not, you can skip this step.' There are two radio button options: 'Add this item as a variant of another item in my catalog' (unselected) and 'Skip this step' (selected). At the bottom of the interface are three buttons: 'Cancel', 'Previous', and 'Finish'.

Basic Information  
Display Options  
Category Details  
Create Variants

Create Variants  
Advanced

Variants are variations of the same item in your catalog, such as different sizes, colors or patterns. Are you adding variants for this item? If not, you can skip this step.

☐ Add this item as a variant of another item in my catalog  
☒ Skip this step

Cancel Previous Finish



*yAY! Congratulations!*



You have just finished your walkthrough of how to create a Facebook shop! Great job!!! That sure was a lot of steps, but amazing work making it to the end of this document. Together we have covered different ways to make an ad in Facebook, the tools Facebook utilizes, how to boost a post, and finally, how to create a Facebook Shop. We hope this first section was clear in the steps that need to be taken and is a document that can be reviewed at any time. Please reach out if any difficulties arise or if you have any questions!



# Instagram

Both Instagram and Facebook are both owned by Meta (formerly known as Facebook, Inc.), and as a result, you can create ads for Instagram using the Facebook Ads Manager.

Facebook Ads Manager is a powerful tool that allows you to create and manage ad campaigns across both platforms. It enables you to target specific audiences, set budgets and schedules, and track ad performance metrics like clicks, impressions, and conversions.

When you create an ad in Facebook Ads Manager, you have the option to choose where you want the ad to be displayed, and you can select Instagram as one of the placement options. This means that your ad will be displayed on both Facebook and Instagram, reaching a broader audience and increasing your brand's visibility. Overall, by leveraging Facebook Ads Manager, you can create and manage ads for both Facebook and Instagram in one place, saving time and streamlining your advertising efforts. Please see [above](#) on how to utilize Facebook Ads Manager to see where you may select both Facebook and Instagram, so the ads display on both platforms.

That being said, it can be noted that those who use Facebook and those who use Instagram are two different groups of people. (i. e Users on Facebook may be parents and grandparents, but users on Instagram may be teachers.) In this section, we will be discussing how to make independent Instagram ads (ads that are solely for Instagram.)

# Types of Instagram Ads:

There are many types of ads in Instagram that be used to promote your product. Let us quickly review each of these ads, so you may be familiar with what they are.

## 1.) Promote Ads:

- A type of paid advertising where businesses and individuals can create ads from their existing Instagram posts and pay to have them displayed to a wider audience. This is similar to boosting on Facebook.
- When promoting an Instagram post, you can choose your target audience based on demographics, interests, and behaviors. The ad will appear as a sponsored post in the user's Instagram feed or stories and will include a call-to-action button such as "Learn More" or "Shop Now."
- Promote ads are a popular way for businesses and influencers to increase their reach, drive traffic to their website, or promote their products or services. It is a simple and effective way to get more visibility and engagement on your Instagram content.

## 2.) Collection Ads:

- Consist of a cover image or video, followed by several product images underneath. When a user taps on a collection ad, they are taken to an "Instant Experience" - a full-screen landing page within the Instagram app - where they can browse the products and make purchases without leaving the app. This method is good to visually inspire and help your audience discover, browse, and purchase your products. The key here is to post lots of images (thus the name "collection") to tell an integrate story.
- Designed to drive product discovery and sales, as they provide an engaging and seamless shopping experience for users. They are particularly effective for e-commerce businesses that want to showcase multiple products at once and encourage impulse purchases.
- To create a collection ad in Instagram, businesses need to have a Facebook catalog set up and connect it to their Instagram Business account. They can then use the Ads Manager or Ads API to create and customize their collection ads, choose their target audience, and set their budget and bid strategy.

### 3.) Carousel:

- Allows businesses to display multiple images or videos in a single ad. The user can swipe to the left or right where they may view additional “cards,” and each card can have its own call-to-action button, such as "Learn More" or "Shop Now."
- Popular way for businesses to showcase multiple products, highlight different features of a single product, or tell a story through a sequence of images or videos. They can be used to drive various marketing objectives, such as brand awareness, engagement, and conversions. Essentially, they bring another layer of depth to campaigns. This may be a good option if you want to sell all the same books in a series. (i.e all books with Carol and Bob as main characters)
- To create a carousel ad in Instagram, businesses need to have an Instagram Business account and connect it to their Facebook Page. They can then use the Ads Manager or Ads API to create and customize their carousel ads, choose their target audience, and set their budget and bid strategy. Businesses can also use Instagram's Creative Hub to preview and test their carousel ad before publishing it.

### 4.) Ads in Explore:

- Allow businesses to reach people who are in a discover mindset by extending your feed to audiences who are looking to expand their interests beyond the accounts they follow.
- Ads in Explore are a powerful way for businesses to reach a highly engaged audience and increase brand awareness. They are particularly effective for businesses that want to promote their products or services to users who are actively looking for new ideas and inspiration.

For example, let's say I search for “cats” in Instagram. I can click on a post, and then scroll down to see additional content related to cats. As I scroll, I will see the additional ad (which can be identified with the word sponsored written beneath it)

- To create an ad in Explore, businesses need to have an Instagram Business account and use the Ads Manager or Ads API to create and customize their ads. They can choose their target audience, set their budget and bid strategy, and track their ad performance using Instagram's analytics tools.



## 5.) Video Ads:

- Businesses can share up to a minute long videos. Video ads can be highly engaging and effective at capturing users' attention, as they allow businesses to tell a visual story, showcase their products or services in action, or create an emotional connection with the audience. They are also highly customizable, as businesses can use different video formats, styles, and lengths to suit their brand and audience.
- To create a video ad in Instagram, businesses need to have an Instagram Business account and use the Ads Manager or Ads API to create and customize their ads. They can choose their target audience, set their budget and bid strategy, and track their ad performance using Instagram's analytics tools.

## 6.) Stories Ads:

- Story ads are a type of advertising format in Instagram that allows businesses to create short, vertical videos or images that appear in between the stories of users they are targeting.
- Stories are a popular feature on Instagram, where users can share photos or videos that disappear after 24 hours. Story ads are designed to blend in with organic stories, making them less intrusive and more engaging for users.
- Story ads can include a combination of images or videos, text, and call-to-action buttons. They can be up to 15 seconds long and can be displayed in either a single or multiple-card format. Businesses can also use interactive features like polls, quizzes, and swipe-up links to encourage engagement and drive traffic to their website.
- Story ads are highly effective at reaching a more engaged audience, as over 500 million users watch Instagram Stories daily. They are also ideal for businesses that want to promote time-sensitive offers, events, or new product launches.
- To create a Story ad in Instagram, businesses need to have an Instagram Business account and use the Ads Manager or Ads API to create and customize their ads. They can choose their target audience, set their budget and bid strategy, and track their ad performance using Instagram's analytics tools.

## **How to Add an Instagram Account to Facebook Business Suite**

1. Go to Business settings within Facebook Business Suite.
2. Click Accounts.
3. Click Instagram accounts.
4. Click the blue Add button.
5. Click Connect your Instagram account
6. Enter your Instagram username and password
7. You'll have the option to select the ad accounts and Pages you'd like to assign on the next screen. Click Finish. You can also click the X to skip this step.

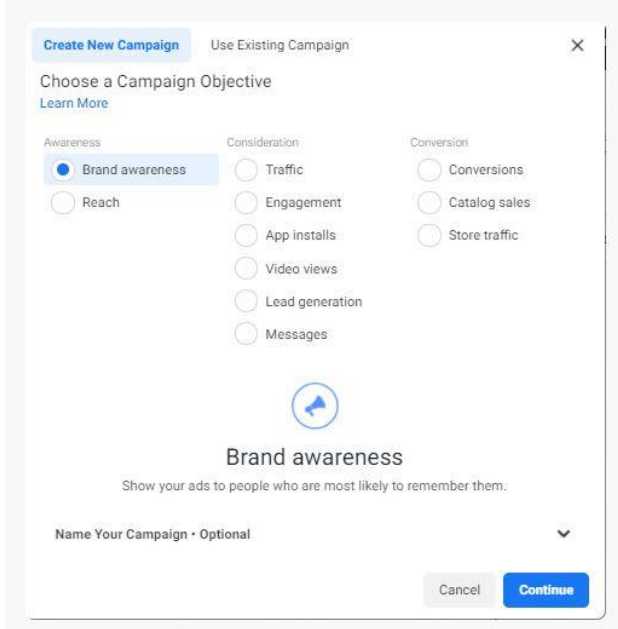
## **Adding People to the Instagram Account**

You can add people and assign them permissions to carry out certain tasks, such as creating and managing content, managing community activity, and viewing insight.

1. Go to Business Settings.
2. Click Accounts.
3. Click Instagram accounts.
4. Click Add people.
5. Select a person from the left-hand column. Then toggle on the tasks you want to grant permissions for. A blue toggle means it's on, and a gray means it's off.
6. Click Assign.

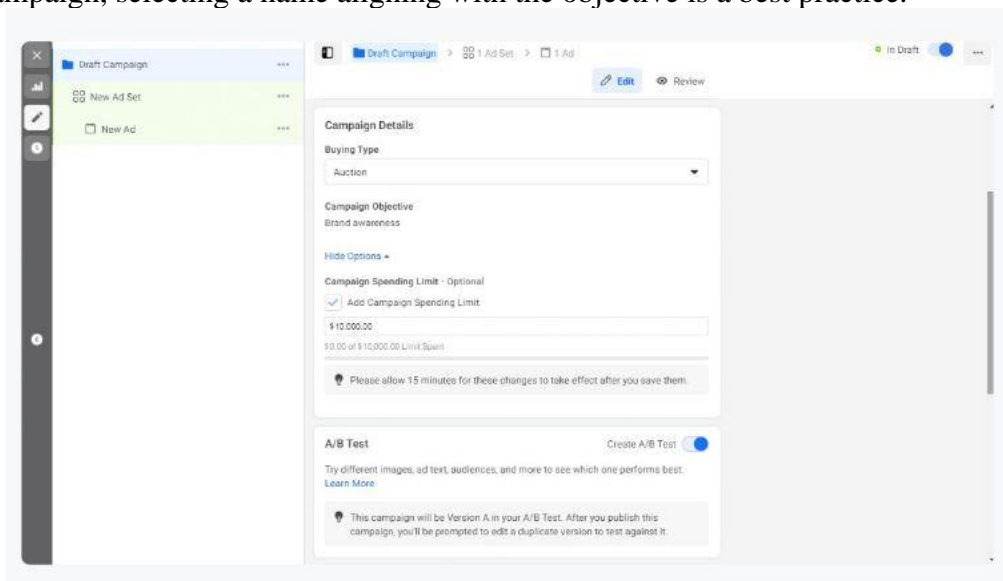
## Creating an Instagram Ad in the Ads Manager

1. Go to Ads Manager.
2. Select Create.
3. Choose an objective that supports Instagram as an ad placement.



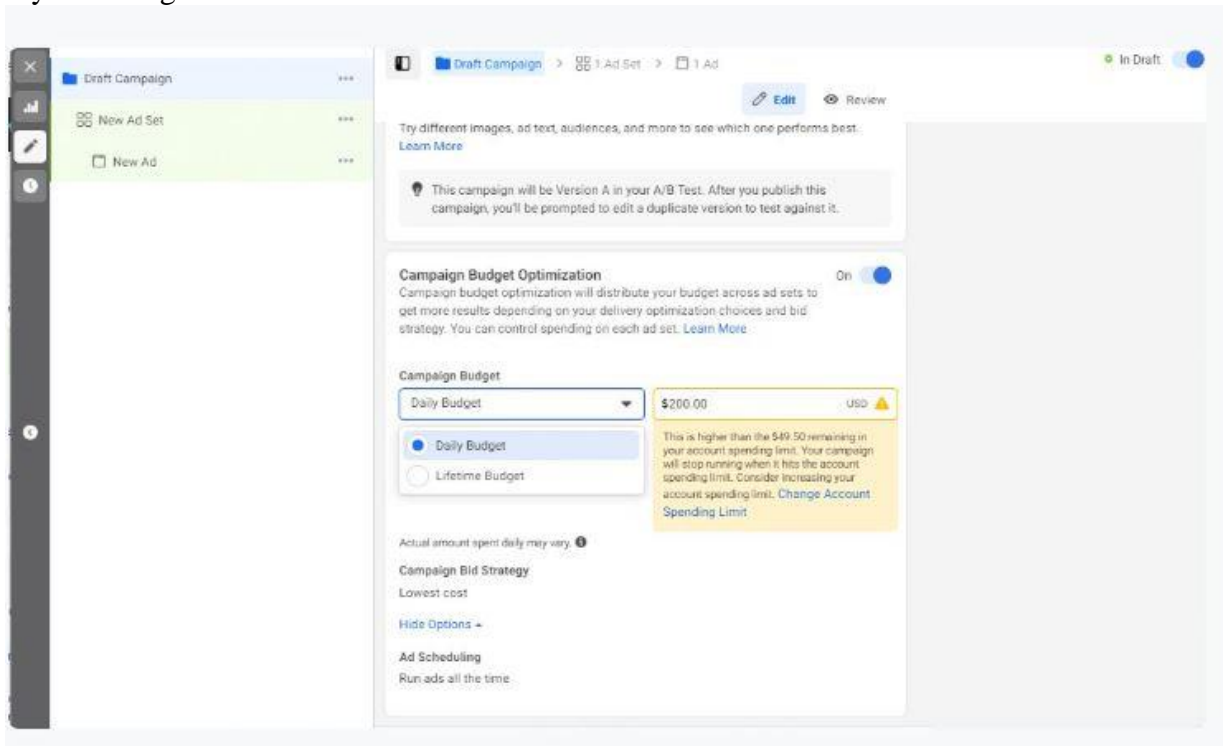
The screenshot shows the 'Create New Campaign' dialog box. At the top, there are two tabs: 'Create New Campaign' (active) and 'Use Existing Campaign'. Below the tabs, it says 'Choose a Campaign Objective' with a 'Learn More' link. There are three columns of objectives: Awareness, Consideration, and Conversion. Under Awareness, 'Brand awareness' is selected with a blue radio button, and 'Reach' is unselected. Under Consideration, 'Traffic', 'Engagement', 'App installs', 'Video views', 'Lead generation', and 'Messages' are all unselected. Under Conversion, 'Conversions', 'Catalog sales', and 'Store traffic' are all unselected. Below the objectives, there is a blue circular icon with a white megaphone. Underneath the icon, it says 'Brand awareness' and 'Show your ads to people who are most likely to remember them:'. At the bottom, there is a field 'Name Your Campaign - Optional' with a dropdown arrow. To the right of this field are 'Cancel' and 'Continue' buttons.

4. Select Continue.
5. Once you choose your objectives, you'll be asked to name your ad campaign. To track your campaign, selecting a name aligning with the objective is a best practice.



The screenshot shows the 'Draft Campaign' page in Facebook Ads Manager. On the left, there is a sidebar with a 'Draft Campaign' button and two options: 'New Ad Set' and 'New Ad'. The main area shows the 'Campaign Details' section. Under 'Buying Type', 'Auction' is selected. Under 'Campaign Objective', 'Brand awareness' is selected. There is a 'Hide Options' link. Under 'Campaign Spending Limit - Optional', the 'Add Campaign Spending Limit' checkbox is checked. The spending limit is set to '\$10,000.00' out of a '\$10,000.00 Limit Spent'. A message says 'Please allow 15 minutes for these changes to take effect after you save them.' Below this is the 'A/B Test' section, which has a 'Create A/B Test' button and a toggle switch that is turned on. A message says 'This campaign will be Version A in your A/B Test. After you publish this campaign, you'll be prompted to add a duplicate version to test against it.'

6. Now, turn on your 'Campaign Budget Optimization' & Facebook's algorithm will determine how to spend your budget across ad sets. You also can choose how much you want to spend on your Instagram ads & also have to select the duration.



You can choose from two options:

- a.) **Daily budget:** Allows you to set a maximum daily spending amount
- b.) **Lifetime budget:** A lifetime budget is particularly fruitful for ads with a precise end date. This budget option enables you to set a maximum spend for your entire ad campaign.

7. Head to Ad Scheduling & choose to run ads continuously, or only at certain times of day, depending on your business requirements & audience's best activity time.

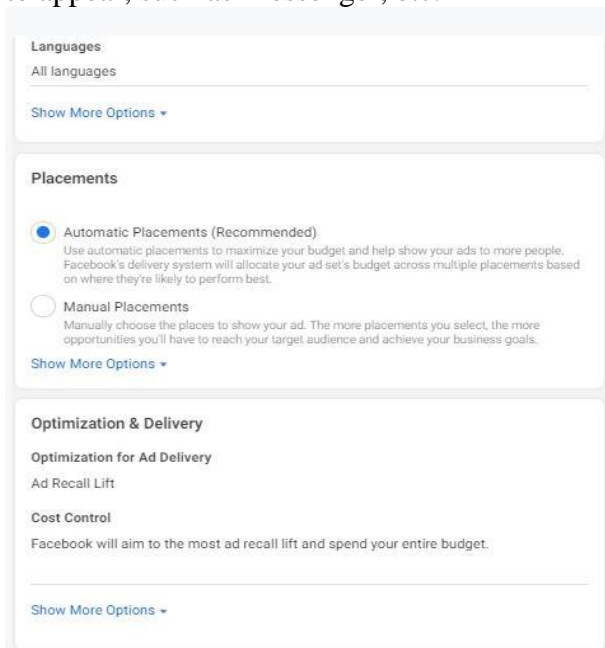
8. Choose your target audience. You can either 'Create a New Audience' or choose from your 'Saved Audience'. If you have custom audience data that has performed well in your last ad campaign, go for 'Saved Audience.' Otherwise, create a new audience depending on interests, demographics, and behavior.

The screenshot shows the 'Audience' selection screen in the Facebook Ads manager. At the top, there's a breadcrumb trail: 'New Campaign' > 'New Ad Set' > '1 Ad'. To the right, it says 'In Draft' with a toggle switch. Below the breadcrumb, there are 'Edit' and 'Review' buttons. The main section is titled 'Audience' with a subtitle 'Define who you want to see your ads. [Learn More](#)'. There are two tabs: 'Create New Audience' (active) and 'Use Saved Audience'. Under 'Create New Audience', there are two sections: 'Custom Audiences' and 'Special Ad Audiences'. The 'Custom Audiences' section has a 'Create New' button and two search boxes: 'INCLUDE people who are in at least ONE of the following' and 'EXCLUDE people who are in at least ONE of the following'. The 'Special Ad Audiences' section has a 'See Category Requirements' link. A tooltip is visible over the 'Special Ad Audiences' section, showing 'Custom Audience' (Reach people who've already interacted with your business.) and 'Special Ad Audience' (Reach new people who have similar online behavior as your most valuable customers.). At the bottom, there's a disclaimer: 'When using a Custom Audience, be sure that your audience selections do not discriminate against people based on certain personal characteristics.' and a 'Potential Reach: 640,000,000 people' indicator.

9. Choose "Location". You can also choose bulk locations such as several countries or regions based on your campaign aim.

The screenshot shows the 'Locations' selection screen in the Facebook Ads manager. At the top, there's a dropdown menu with 'People living in or recently in this location' selected. Below the dropdown, there are four radio button options: 'People living in or recently in this location' (selected), 'People living in this location', 'People recently in this location', and 'People traveling in this location'. Each option has a brief description. Below the radio buttons, there's a search bar with 'US Virgin Islands' entered. At the bottom, there's a map showing the location of the US Virgin Islands in the North Atlantic Ocean. The map has labels for 'NORTH AMERICA', 'EUROPE', 'AFRICA', 'SOUTH AMERICA', and 'North Atlantic Ocean'. There's a 'Drop Pin' button on the map. At the bottom left, there's a 'Close' button and a green checkmark with the text 'All edits saved'.

10. Choose your ad placements from two options: Automatic Placements and Manual Placements. If you choose Automatic Placement, your ads will be displayed where they perform best. On selecting the Manual Placement option, your ads will be displayed wherever you have chosen to appear, such as Messenger, etc.



The screenshot shows the 'Placements' section of the Facebook Ad Setup interface. It features two radio button options: 'Automatic Placements (Recommended)' and 'Manual Placements'. The 'Automatic Placements' option is selected. Below the options, there is a 'Show More Options' link. The 'Automatic Placements' description states: 'Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.' The 'Manual Placements' description states: 'Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.'

**Languages**  
All languages  
[Show More Options](#)

**Placements**

☒ **Automatic Placements (Recommended)**  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ **Manual Placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show More Options](#)

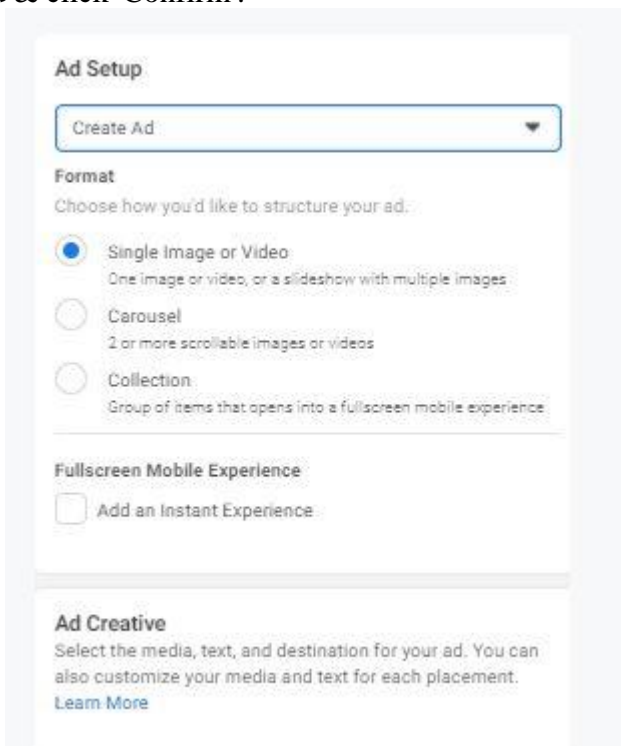
**Optimization & Delivery**

**Optimization for Ad Delivery**  
Ad Recall Lift

**Cost Control**  
Facebook will aim to the most ad recall lift and spend your entire budget.

[Show More Options](#)

11. Now, create the advertisement; choose the Facebook Page and associated Instagram account & select your preferred ad format. Fill out all the required fields of Ad Creative; review your ad & click 'Confirm'.



The screenshot shows the 'Ad Setup' and 'Ad Creative' sections of the Facebook Ad Setup interface. The 'Ad Setup' section includes a 'Create Ad' button and a 'Format' section with three radio button options: 'Single Image or Video', 'Carousel', and 'Collection'. The 'Single Image or Video' option is selected. Below the 'Format' section, there is a 'Fullscreen Mobile Experience' section with a checkbox for 'Add an Instant Experience'. The 'Ad Creative' section includes a description and a 'Learn More' link.

**Ad Setup**

Create Ad

**Format**  
Choose how you'd like to structure your ad.

☒ **Single Image or Video**  
One image or video, or a slideshow with multiple images

☐ **Carousel**  
2 or more scrollable images or videos

☐ **Collection**  
Group of items that opens into a fullscreen mobile experience

**Fullscreen Mobile Experience**  
☐ Add an Instant Experience

**Ad Creative**  
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.  
[Learn More](#)

12. If you want to add CTAs to your ad, put the URL in this step to the pages you want to direct users to after clicking on your ad. You also have to choose the payment option in the step.

## What is the Instagram Ad Objective?

Your advertising objective is the outcome you and your business would find the most valuable. It's important to know what you want to achieve in order to choose the right objective. Consider what actions potential customers can take that will be the most crucial for your business to obtain your current goals. Instagram ads have eight primary objectives: brand awareness, reach, traffic, app installs, engagement, video views, lead generation, and conversions.

### Instagram ad objectives

If you'd like to advertise on Instagram, there are several ad objectives you can choose.

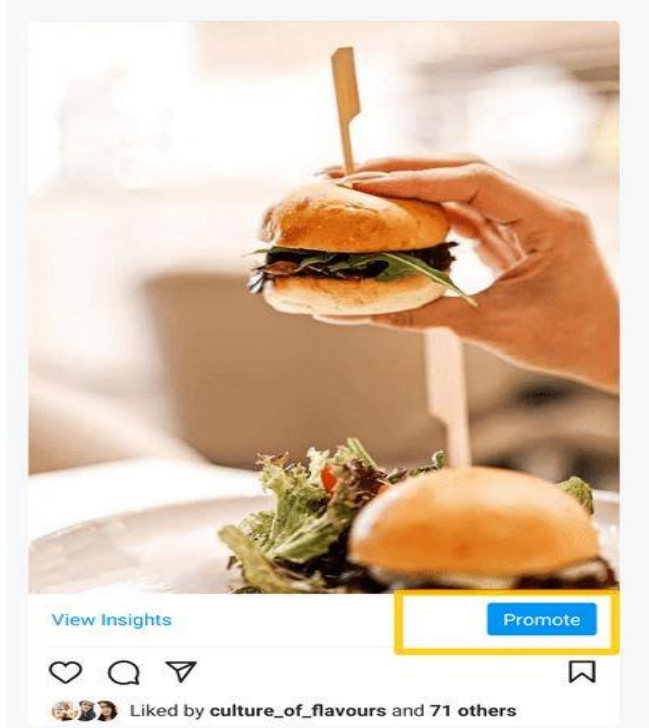
| Objective       | Feed | Stories | Explore | IGTV | Reels |
|-----------------|------|---------|---------|------|-------|
| Brand Awareness | ✓    | ✓       | ✓       | ✓    | ✓     |
| Reach           | ✓    | ✓       | ✓       | ✓    | ✓     |
| Traffic         | ✓    | ✓       | ✓       | ✓    | ✓     |
| Engagement      | ✓    |         | ✓       |      |       |
| App Installs    | ✓    | ✓       | ✓       |      | ✓     |
| Video Views     | ✓    | ✓       | ✓       | ✓    | ✓     |
| Lead Generation | ✓    | ✓       | ✓       |      |       |
| Messages        | ✓    | ✓       | ✓       |      |       |
| Conversions     | ✓    | ✓       | ✓       |      | ✓     |
| Catalogue Sales | ✓    | ✓       | ✓       |      |       |
| Store Traffic   | ✓    | ✓       |         |      |       |

Create an ad



## Creating an Ad within Instagram

1. Observe all your posts' engagement via Instagram insights & mark out the highest engaging post.
2. Click on the 'Promote' button on the post you want to transform into an ad.



3. Choose your target audience, budget, duration & location of the ad to run.

The screenshot shows the 'Create Audience' interface. At the top, there are tabs for 'Destination' and 'Create Audience'. Below the tabs, it says 'Select Where to Send People' and 'N/A Potential People Reached'. On the left, there are three sections: 'Your Profile', 'Your Website', and 'Your Direct Messages'. On the right, there are four radio button options: 'Audience Name', 'Locations', 'Interests', and 'Age & Gender'. The 'Age & Gender' option is selected, showing 'All | 13 - 65 yr'.

4. Tap on 'Create Promotion.' Facebook will review your ad & upon meeting 'Ad Guidelines' of the social channel, your post will go live.

The screenshot shows the 'Budget & Duration' and 'Review' screens. The 'Budget & Duration' screen shows a total budget of '\$1,200 Over 6 Days' and an estimated reach of '1,400 - 3,700'. It includes sliders for 'Budget' (set to \$200 Daily) and 'Duration' (set to 6 Days). The 'Review' screen shows a 'Preview Promotion' button and a 'Cost Summary' table. The 'Cost Summary' table has the following data:

| Cost Summary  |            |
|---------------|------------|
| Ad Budget     | \$1,200    |
| Estimated Tax | \$216.00   |
| Total Spend   | \$1,416.00 |

At the bottom of the 'Review' screen, there is a 'Create Promotion' button and a link to 'Learn how to set the right budget and duration'.

It is the quickest way to propel your post reach & it will be displayed to new users outside your follower's list. Once your post is live, ensure to track the metrics

# Using the Professional Dashboard

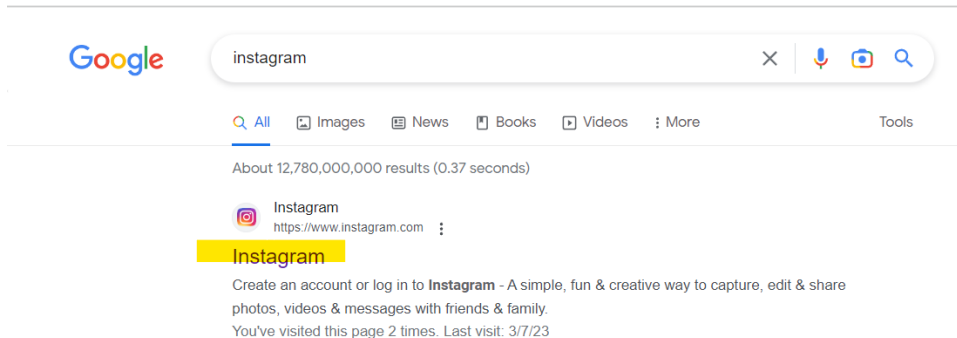
## What It Is:

- A tool provided by Instagram to help businesses and creators manage their accounts more efficiently. It offers a variety of features that are designed to help users grow their audience, track their performance, and engage with their followers.
- Provides access to a range of insights and analytics, including audience demographics, engagement rates, and performance of posts. This information can be used to develop better content strategies and make data-driven decisions about how to reach and engage with followers.
- In addition, the Professional Dashboard offers tools for creating and managing Instagram ads, including the ability to create and run ads directly from the dashboard. It also includes a suite of tools for managing Instagram messages and responding to customer inquiries.

Overall, the Instagram Professional Dashboard is a valuable tool for businesses and creators who are serious about building their presence on the platform and engaging with their followers in a more meaningful way.

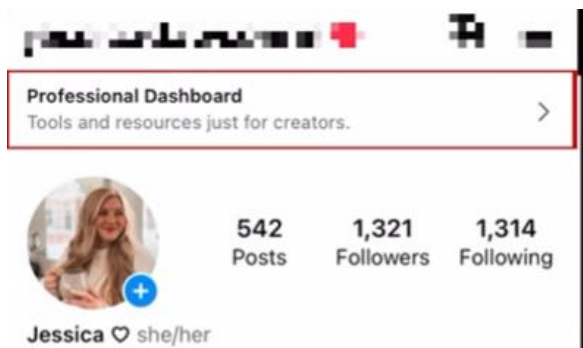
## How to Access the Professional Dashboard:

Step 1.) In a web browser, Google “Instagram” and select the first link as shown below.



Step 2.) Sign into and click on your Instagram Pack N Go Girls profile.

Step 3.) At the top you should see the button “Professional Dashboard.” Click on this button, as shown in a red-box below:



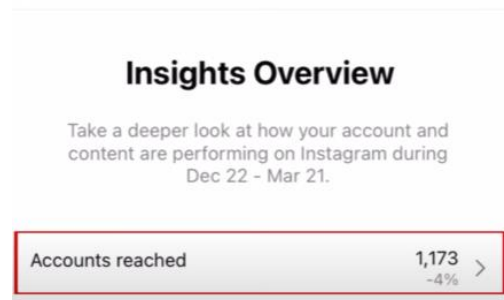
Step 4.) You will see many categories within the Professional Dashboard. The first of which is “Account Insights”



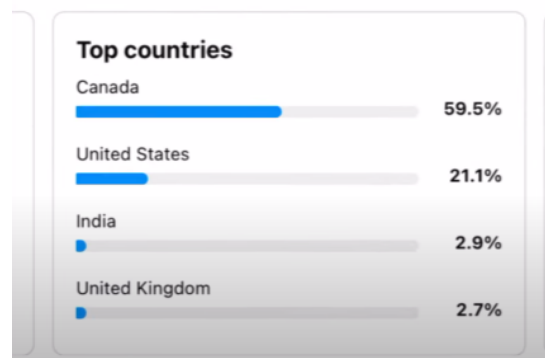
Step 5.) Clicking on the “See All” of this category, you can see some listed numeric data on how your account is doing. You may change the timeline the top left, should you so wish.



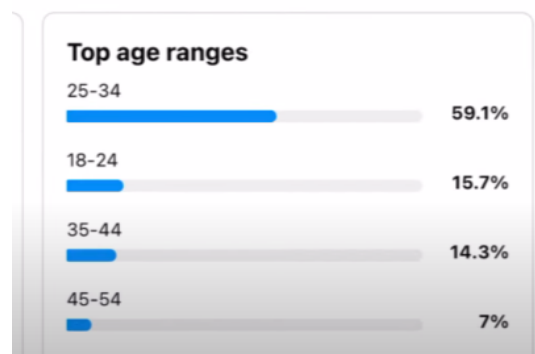
Step 6.) Each of the subcategories of “Accounts Reached”, “Accounts Engaged”, and “Total Followers” may be clicked on to see further data. In the event of clicking on “Accounts Reached” you can see data related to where you audience is located, ages ranges, and gender by scrolling to the right.



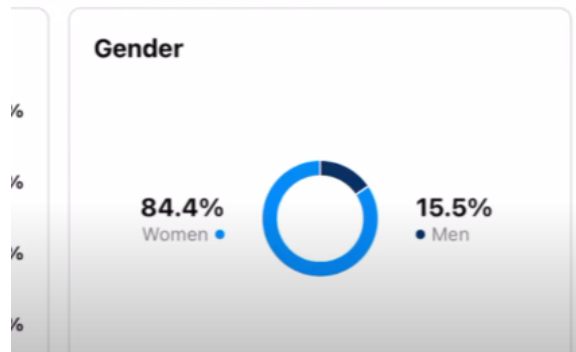
#### Reached audience ⓘ



#### Reached audience ⓘ



## Reached audience ⓘ



Step 7.) If you scroll down, you can see data related to who watches your content: following you or not following you:

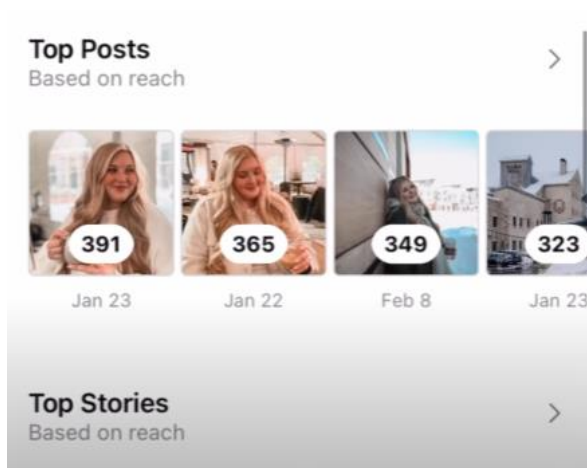
## Followers and non-followers

Based on reach

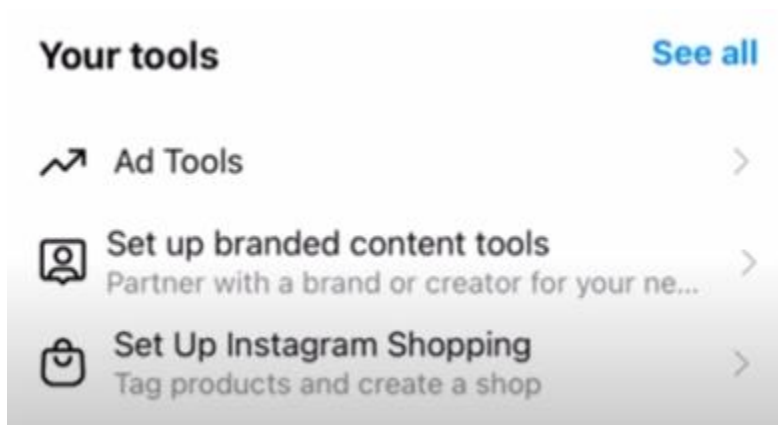


You reached **+2.5%** more accounts that weren't following you compared to Sep 23 - Dec 21.

Step 8.) If you continue to scroll, you will receive even more data related to your top reels, top stories, top live videos, and other profile activity data.

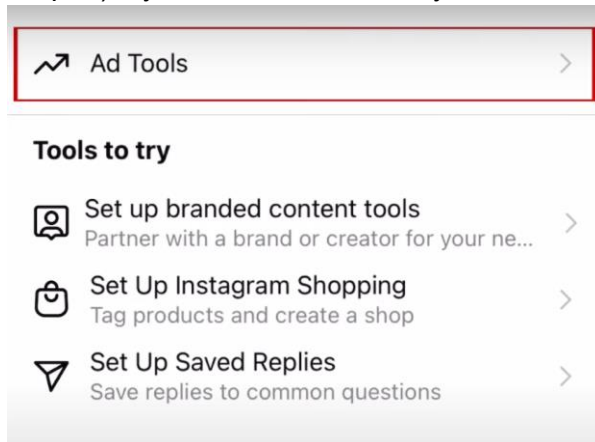


Step 4b.) Another category is “Your Tools” as shown below:

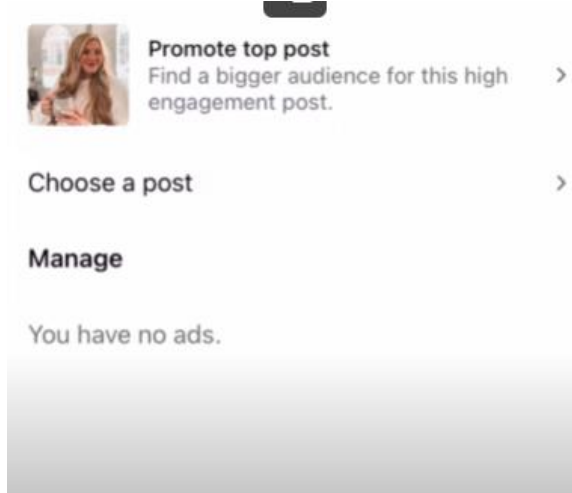




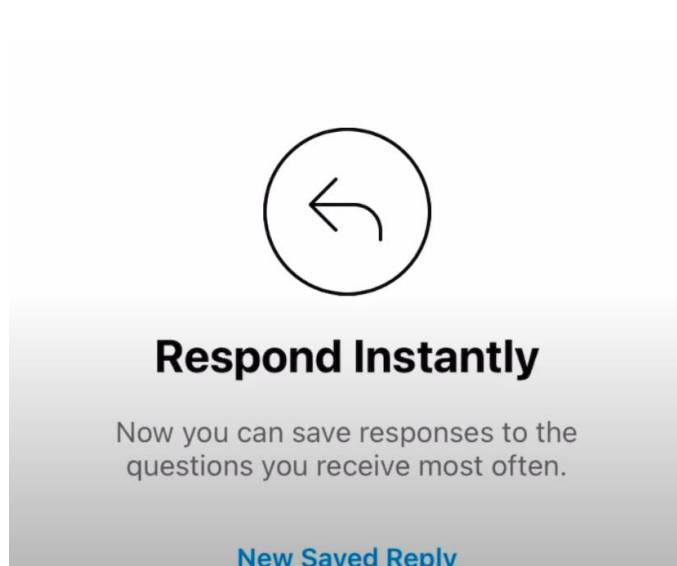
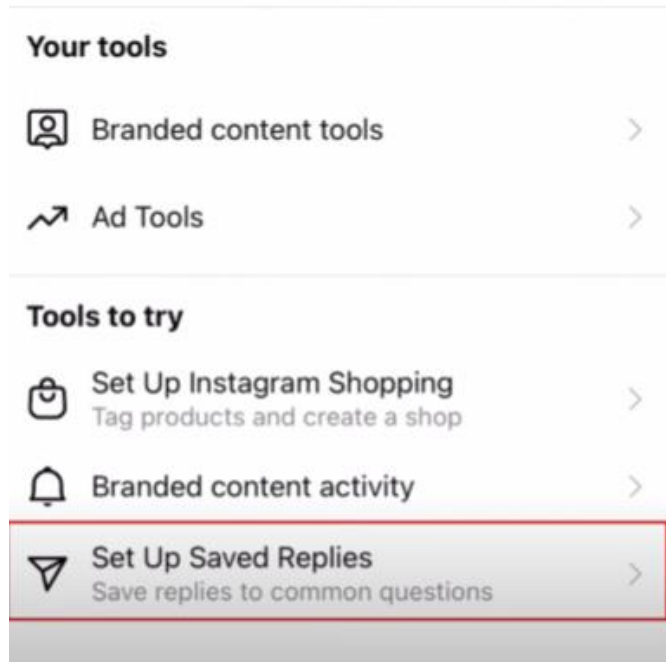
Step 5.) If you click on “See All,” you will be taken to a screen as shown below:



Step 6.) Under “Ad Tools” you’ll find options to promote your posts with paid ads, and manage any ads you may have running currently.



Step 7.) You may also click “Set Up Saved Replies” as well to set up responses to frequent questions asked through direct messages. This will make it easier to quickly respond with a canned message rather than having to type out the same thing again and again. To do this tap “New Saved Reply” as shown below.



Step 9.) This will pull open the following screen, as shown below. Under shortcut write the title of an easily rememberable phrase. When you type the shortcut phase, the response you write under “message” will be auto filled. When you are finished tap “Save” in the top right.

The screenshot shows the 'New Saved Reply' screen. At the top, the title 'New Saved Reply' is centered. Below it, a subtitle reads 'Save common responses so you can use them any time.' There are two input fields. The first is labeled 'Shortcut' and contains the text 'example'. The second is labeled 'Message' and contains the text 'Example saved reply'. The 'Message' field is highlighted with a red border.

New Saved Reply

Save common responses so you can use them any time.

Shortcut

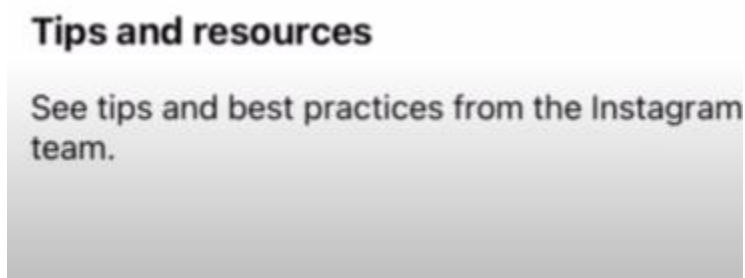
example

Write a keyboard shortcut for the message below. Your reply appears when this shortcut is the first word typed in a message.

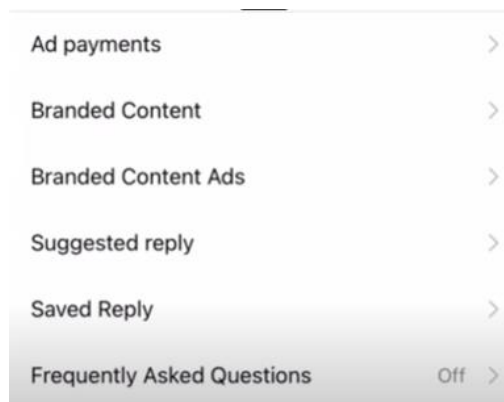
Message

Example saved reply

Step 4c.) The third and final category is “Tips and Resources”: Under this heading, you will see any tips or best practices that Instagram thinks applies to you. This section may be blank if no resources have been shared with you.



Step 5.) If you tap “settings” in the top right corner you will get access to numerous options as shown in the second screenshot below.



In summary, the Professional Dashboard provides access to a range of insights and analytics. Though when first glancing through Instagram it may be overwhelming to see all the different options, taking the time to tap and play with the buttons can help in learning how to access the data. Though continuing to use Instagram will help reduce the feeling of uncertainty, we hope this guide offered clear instructions on how to create ads within Instagram, and how to view the resulting data that you may view at any time.





*YAY! Congratulations!*

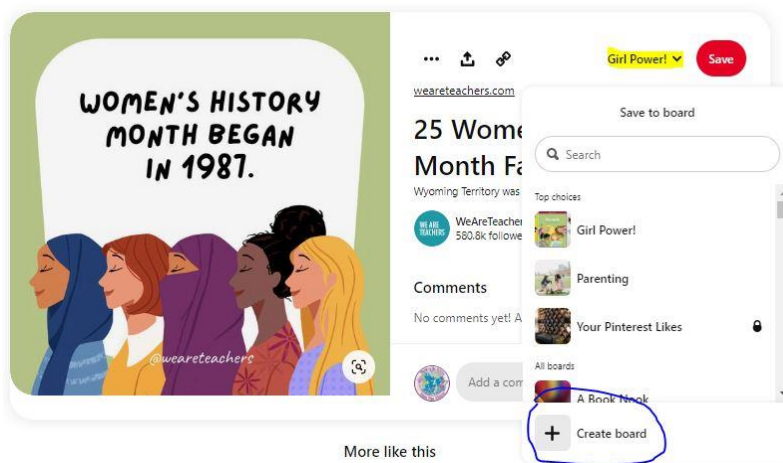


You have just finished your walkthrough of how to create ads for Instagram!  
YAY! Amazing work! We hope this second section was clear in the steps that need to be taken and is a document that can be reviewed at any time. Please reach out if any difficulties arise or if you have any questions!

# Pinterest

## How to Create a Pinterest Board on a Computer

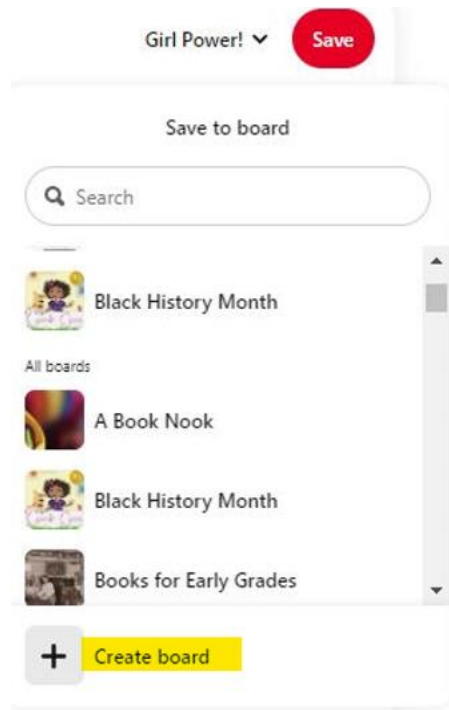
1. Log into your Pinterest account.
2. Hover over a Pin in your home feed that you want to save or click on the pin.
3. Click the down arrow icon next to the name of the suggested board on the top of the Pin.
4. Click “Create Board” at the bottom of the list of board names as shown below:



5. Enter a name for your board, add dates, toggle Secret if you want to keep it secret, or add collaborators if you want.
6. If you're prompted to pick related popular topics to start off your board, you can click some to create sections and then select some Pins to be in those sections. If you do not want to do this, just click Skip.

## How to Add a Pin to an Existing Board on the Computer

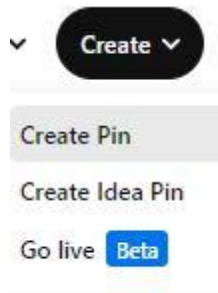
1. Hover over a Pin or click on the Pin to open the Pin closeup.
2. Choose a board to save your Pin. Click “Save” in the top right corner to save it to the recommended board. Click to select from a list of your boards. Click “Create Board” (as shown highlighted below) then click “Create” to save it to a new board.



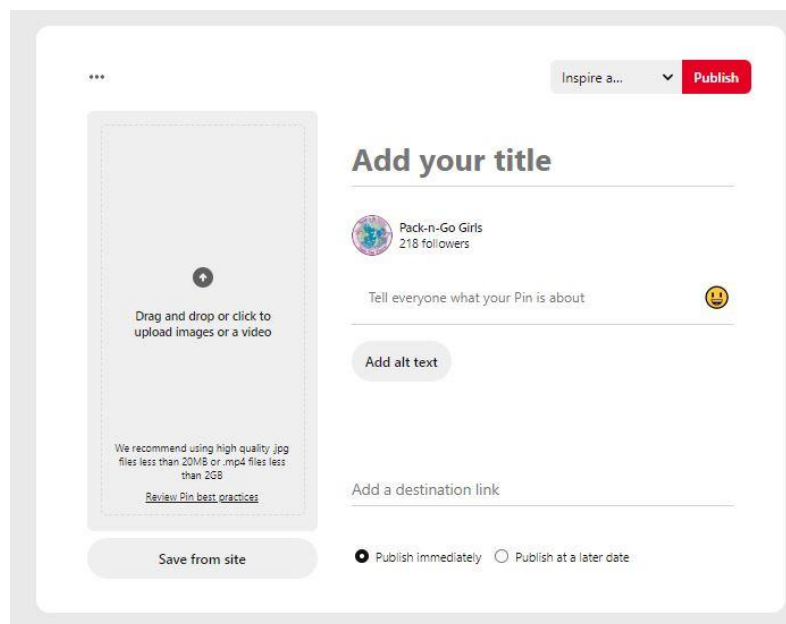


## How to Create a Pin

1. Click the “Create” drop-down option at the top of the screen.



2. Click “Create Pin”
3. Drag and drop or click the directional arrow up circle icon to upload your image.
4. Add a title, a description, and the destination link
5. Click the drop-down menu on the top-right and select a board you wish to save to, or click “Create a board” to create a new board
6. Click Save



## How to Create an Idea Pin

An Idea Pin, formerly known as a Story Pin, is a type of Pin on Pinterest that allows creators to share and discover new ideas with their audience. Unlike regular Pins, Idea Pins consist of multiple pages, with each page displaying a different image or video along with text overlays, links, and other interactive features. They are designed to be more immersive and engaging, allowing creators to tell a visual story that viewers can swipe through.


1. Click “Create,” then click “Create Idea Pin”.
2. Click “Create new” or click on one of your drafts under Your drafts.
3. Click the arrow up icon and choose up to 20 images or videos from your computer or drag and drop to add the images or videos.
4. Fill out some information about your Pin: Cover, title, board, tags, etc.
5. Click the pen icon at the top-right corner of your image or video to edit and add special effects.
  - a. *Adjust:* Click “Image” or “Video” to adjust and resize your image or to focus on an interesting part of your video.
  - b. *Text:* Click “Text” to add a text box and select your font, font size, alignment, color or highlight.
  - c. *Background:* Click “Background” to select or change the background color.
6. Click the plus sign icon on the top-left side above your pages to add more images or videos.
7. Click “Preview” in the top-right corner to see how your Idea Pin will look before publishing it, and that important information is within the safe zones.
8. Click “Done” to finish editing.
9. Click “Publish”

## How to Edit a Pin

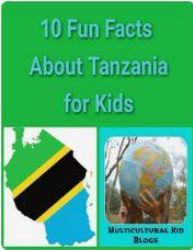
1. Choose a board and click on it
2. Hover over a pin and select the edit pen icon
3. You'll be given options to edit parts of the pin when you are done click save

Edit this Pin

|              |  |   |
|--------------|--|---|
| Board        | Places to Go - Africa  | ▼ |
| Section      | No section   | ▼ |
| Title        | <input type="text"/>   |   |
| Description  | 10 Fun Facts About Tanzania for Kids 😊   |   |
| Website      | <a href="https://multiculturalkidblogs.com/2018/02/1...">https://multiculturalkidblogs.com/2018/02/1...</a>      |   |
| Alt text     | <input type="text"/><br><small>This helps people using screen readers understand what your Pin is about.</small> |   |
| Note to self | Add a private note to remember your ideas about this Pin   |   |

Recommendations  Show channel recommendations

Delete Cancel Save



## How to Edit Board

1. Click your profile picture at the top-right of your page to open your profile
2. Click your board to open it, then click the ellipsis icon next to the board name
3. Select “Edit Board”
4. Edit the board name, description, and dates, or click the plus icon to update your board cover
5. Click “Done”

Edit your board

×

Board cover

+


Name

Black History Month

Description

What's your board about?

Collaborators · Learn more



+

Settings

☐

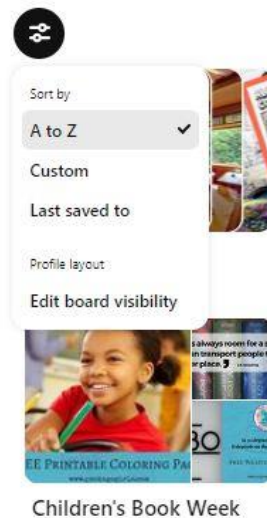
Keep this board secret

Done

## How to Organize a Board

To sort automatically

1. Click your profile picture at the top-right of the screen to open your profile
2. Click “Saved” to see your boards
3. Click the filter icon at the top-right above your boards and select the way you want to sort your boards:
  - a. “A to Z” will sort your boards alphabetically
  - b. “Custom” will let you drag and drop to move your boards manually
  - c. “Last saved to” will sort your boards to show your most recent saves first



## To Sort Manually

1. Click your profile picture at the top-right of the screen to open your profile
2. Click Saved to see your boards
3. Click on a board and drag it to a white space between two other boards (any boards around it will shift to make room)
4. If prompted, click Lose the previous customization

## To Organize Individual Boards

1. Click on a selected board
2. Click on the “organize” icon in the middle, as shown below:

## Books for Early Grades



3. Grab the desired pin and drag it to a white space and drop it
4. This will move the pin to a new spot and change the arrangement

## To Move a Pin

1. Click on a selected board
2. Click on the organize icon in the middle
3. Click on one or multiple pins you want to move
4. At the bottom of the screen, three choice icons will appear. Choose the arrow that says move.



5. After choosing which pin(s) you want to move to choose the board



6. After you choose the selected board the pin will be moved and disappear from the current board

## To Create a Section

1. This time after clicking organize and choosing a pin(s) click the middle folder icon (we recommend choosing all the pins you want for this section at once)
2. Name the new section for example lightning, guides, or articles and click add.



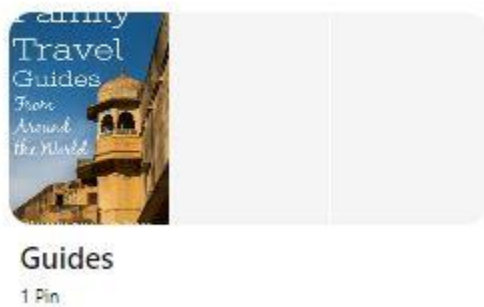
Add section

Name

Like "Lightning"

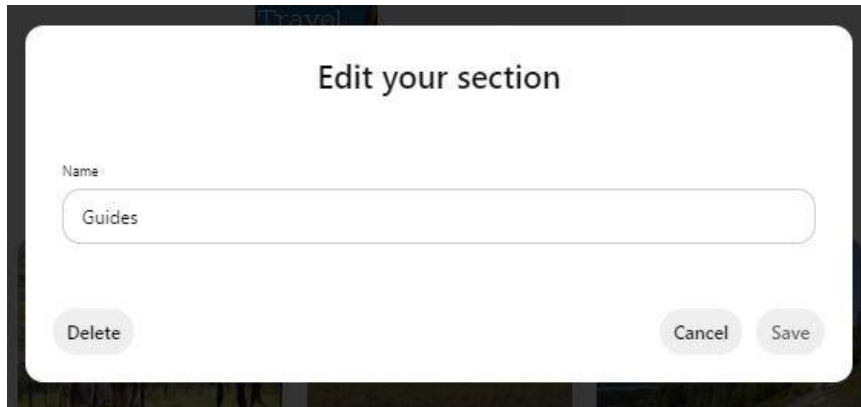
Add

3. It will then appear at the top of the board



4. To edit the name or delete select the pen icon, edit, then save.





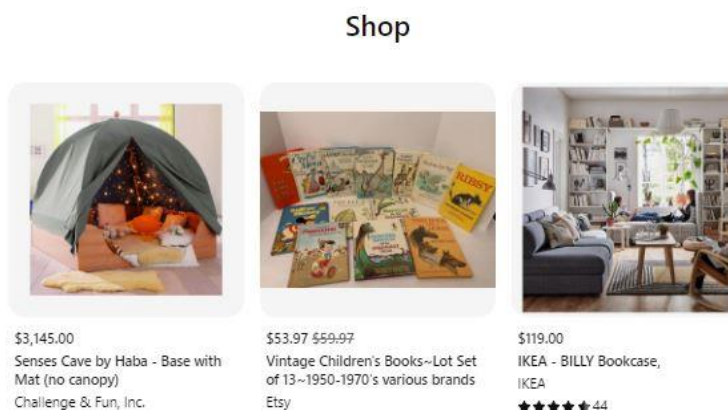
## To-Do Notes

Click the check mark icon on a board to create notes, lists, or little reminders for each board. Only you will see this.



## Shop

1. Click on the price tag icon, this will direct you to pins that link to stores through Pinterest



2. You can save these to different boards such as a book nook to help the audience find deals faster and increase engagement.

## More Ideas

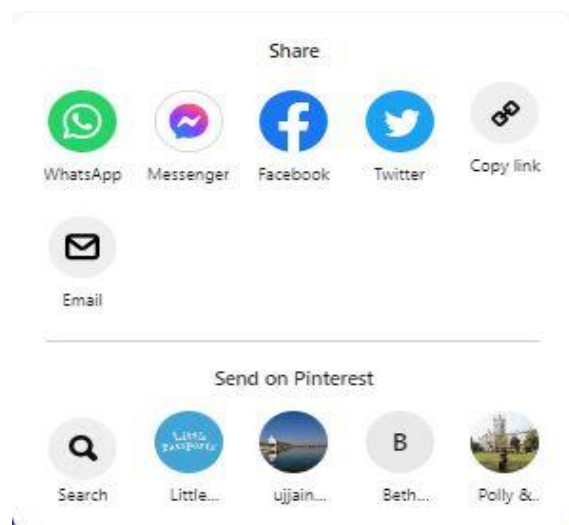
By clicking the more ideas icon it will show you pins similar to your board to easily find new ideas and new pins to add.

## Board Icons

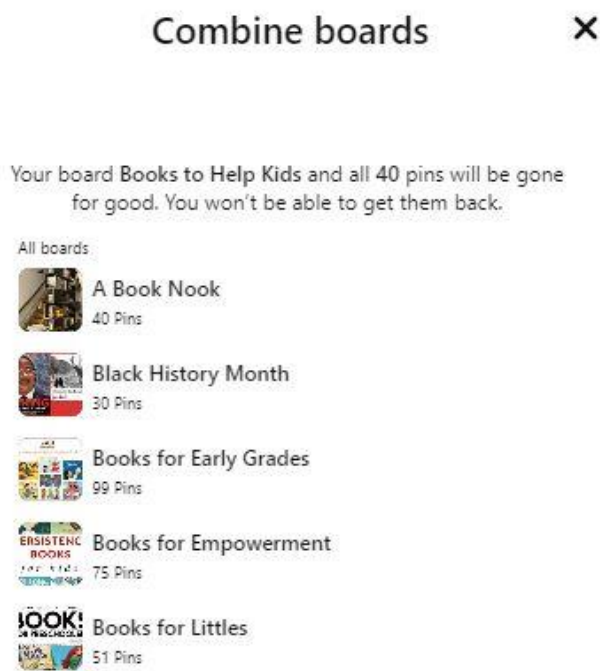
1. At the top of the board, there are three dots that give you different options for the board



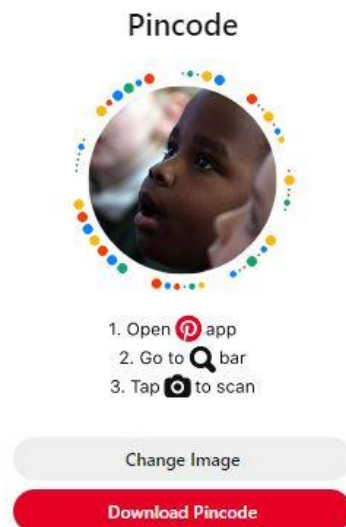
2. Since we've gone over editing a board we'll go over sharing. By clicking share you'll be given different ways to send this board. Just click the one you need at the moment.



3. By clicking merge you will be given a list of your different boards to merge with. Be cautious when you do this because the board will be gone forever after merging with another.

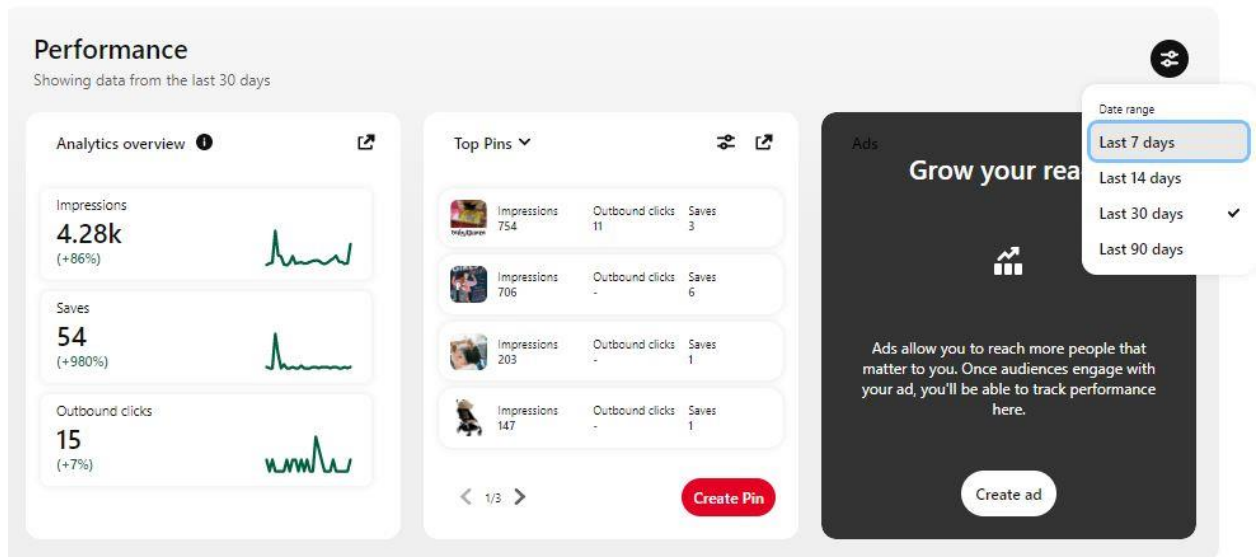


4. Archiving is the alternative to deleting. When you archive a board, you can find it at the bottom of your profile, below your boards. Archived boards will not show up in your public profile and you will not be able to save Pins to it. You can unarchive a board at any time.
5. Pincodes are special codes that you can create to share your Pinterest profile in the real world. When someone sees your Pincode, they'll use Pinterest Lens to scan it. You can set up a Pincode to send people to your profile or any of your boards.



## Business Hub

1. In the business hub, you can see analytics for your Pinterest account
2. By toggling your options you can see between the last 7- 90 days.



3. By expanding the analytics we can get a closer look to the overview.

## Overview

Percent changes are compared to 30 days before the selected date range. Audience metrics updated 1 day ago. All other metrics updated in real-time.

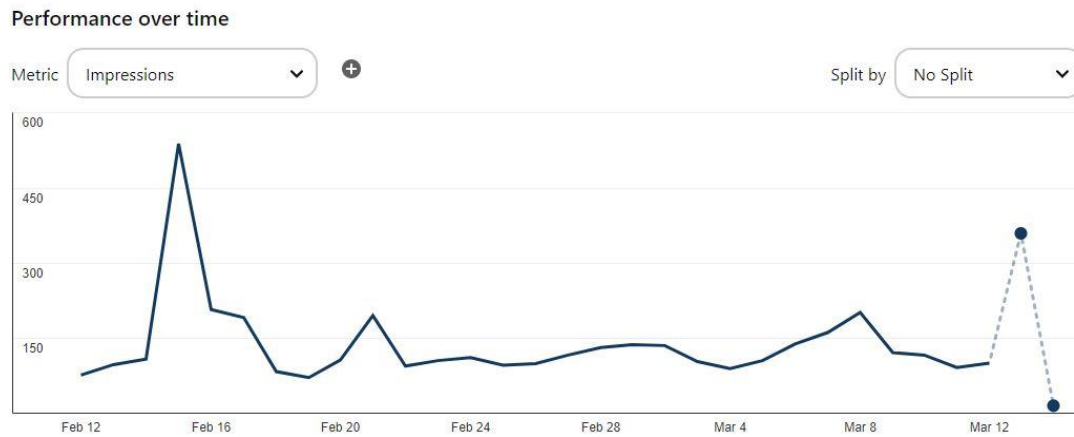
Date range: **Last 30 Days** | Content type: **All** | Format: **All** | [More filters](#)

2/12/2023 - 3/14/2023

### Pinterest activity

|             |             |                |                  |
|-------------|-------------|----------------|------------------|
| Impressions | Engagements | Total audience | Engaged audience |
| 4.3k ↑ 86%  | 163 ↑ 106%  | 2.74k ↑ 40%    | 94 ↑ 51%         |

4. You can toggle different filters to see your level of activity







5. You can also see your performance growth over time, you can choose from many options such as impressions, pin clicks, saves, etc.

6. The top pins can be sorted with these filters

Top Pins

Sort by: Impressions ▼ ☐ Pins created in the last 30 days i 2/12/2023 – 3/14/2023 i

| Pin  | Type    | Source    | Format   | Total impressions <span>↓</span> <span>i</span> |                          |
|--|---------|-----------|----------|---|--------------------------|
|  Early Literacy: Getting Started Teachin... | Organic | Your Pins | Standard | 754   | <button>Promote</button> |
|  Activism Anthologies and Guides for ...    | Organic | Your Pins | Standard | 706   | <button>Promote</button> |
|  Hey, Introverted Mom: Do You Strug...      | Organic | Your Pins | Standard | 203   | <button>Promote</button> |
|  Family Travel Essentials For A Stress-F... | Organic | Your Pins | Standard | 147   | <button>Promote</button> |

7. You can even see the top boards

## Top boards

Sort by Impressions

2/12



Children's Books  
192 Pins



862  
Impressions



Books for Empowerment  
75 Pins



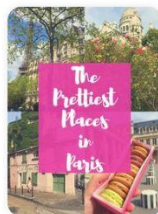
750  
Impressions

## Trends

1. By clicking on trends you'll be sent to another page that will show you many different trends. The first will be trending pins related to your top Pins from the last 30 days (promoting does cost money)

### Trends in the United States matching your Pins

Growing trends that are related to your top Pins from the last 30 days



#### Trends in Travel Destinations

Percent changes are compared to the previous 30 days

south park

↑ 400%

acnh neighborhoods...

↑ 300%

caribbean cruise outfits...

↑ 60%

travel outfit plane cold ...

↑ 60%

Potential audience size for  
Travel Destinations  
17.9m-19.8m

Promote







## Increasing Engagement on Pinterest

We believe a big reason why Pack-N-Go Girls isn't appearing in the search bar is because of a lack of engagement and activity. There are a few ways to boost activity.

1. **Use relevant keywords in your profile name, description, and boards:** Make sure your description, and boards contain relevant keywords related to your niche or industry. This will help Pinterest's algorithm understand the content of your page and match it with relevant search queries.
2. **Optimize your pins for search:** Use relevant keywords in your pin titles, descriptions, and tags. This will help your pins appear in relevant search results and attract more clicks and saves.
3. **Pin regularly and consistently:** Pin regularly and consistently to keep your followers engaged and attract new ones. Aim for at least 10-20 pins per week, and try to spread them out.
4. **Use hashtags:** Use relevant hashtags in your pin descriptions and tags. Hashtags can help your pins appear in trending and relevant searches. If your hashtag is two or more words, the convention is to use CamelCase or smush the words together such as: #ReadingRocks or #SummerSurprise, etc. Hashtags can be placed at any point within a message, but they are typically included at the end of a message. The most common convention is to place hashtags at the end of a message, after the main text has been written, and separate them from the rest of the message with a space. This helps to make the hashtag stand out and clearly identifies it as a separate element.

However, it's also possible to include hashtags within the main text of a message. For example, you might use a hashtag to highlight a particular keyword or phrase that is relevant to your message. In this case, you would simply include the hashtag within the main text, surrounded by spaces. Ultimately, the placement of hashtags is a matter of personal preference and style, but it's important to use them in a way that is clear, relevant, and appropriate

To find relevant keywords it's best to use Pinterest's built-in trends and keyword tool. Using this tool will not only show what's trending but will help determine if certain words are too broad or specific. It's okay only to have one or two keywords altogether on the pin as long as they are being utilized.

When it comes to pinning it's good to stay consistent and regular, once you get used to pinning and more comfortable you may increase the number of times you pin but for now a good target is 10-20 times a week. Once your audience becomes more consistent you will be able to look at the analytics to see when is the best time to post for your audience. For now, finding a time that works best for you and experimenting is key. There is some research about when to pin for specific demographics such as:

1. Teachers- Pin during evenings and weekends
2. Grandparents- Pin during evenings and weekends
3. Stay-at-home parents- Pin during weekdays, Pin during nap time or after bedtime
4. Pre-K Teacher- Pin during weekday afternoons, Pin during the school year
5. K-5 teachers- Pin during weekday evenings

Depending on what demographic you want to reach it's a good idea to consider these times when pinning. Also consider the academic school year and season, for example in July and August teachers for younger students may turn to Pinterest for back-to-school ideas. Stay-at-home parents and grandparents may also look for activity ideas in the summer or during breaks. For now, experiment with different themes and posting times to help get a sense of what is the most optimal.











Hashtags can help increase the visibility of your content on Pinterest by making it easier for users to discover your pins. When you add a hashtag to a pin, it will be more likely to show up in search results for that particular hashtag. Hashtags can be used as a way to include keywords in your pins. For example #Wordsearch can be used in the description of a worksheet pin. For now, we wouldn't recommend using it in the title and limiting it to the description. We also recommend using the #Pack-N-Go Girls tag at the end of a description of a pin. Lastly, it can be easy to want to use a hashtag often but we would recommend using it once or twice in a description, not including #Pack-N-Go Girls.

Lastly, a recommendation we are making to help build an audience and engagement is to find and follow active accounts or boards similar to yours or that post similar content. When they post pins you like or feel can be used in your boards save them to your own board. This is a good way to build up an audience and possibly bring some of their audience over. If there are any accounts following you that you approved of, post similar content, or are people you know it is a good idea to follow them back.



2. The second will be the top trends in the country this month

3. The third will help you see what keywords are trending in the United States

| Keywords  |   | Weekly change | Monthly change | Yearly change |
|---|---|---------------|----------------|---------------|
|  self care           |    | -20%          | 80%            | 600%          |
|  hair styles         |    | 5%            | 20%            | 400%          |
|  spring nails       |   | 30%           | 900%           | 30%           |
|  summer outfits    |  | 10%           | 100%           | 20%           |
|  nails 2023 trends |  | -10%          | 60%            | 10,000%+      |

4. These can be changed with the filter option so you can see the growth and changes with keywords related to your boards.

## Filters

### Trend type ⓘ

Growing trends ▼

Trends with high growth in search volume within the last 90 days of your selected end date

### End date ⓘ

03/06/2023 📅

12/07/2022 – 03/06/2023

### Interests ⓘ ▼

### Keywords ⓘ ▼

### Age ⓘ ▼

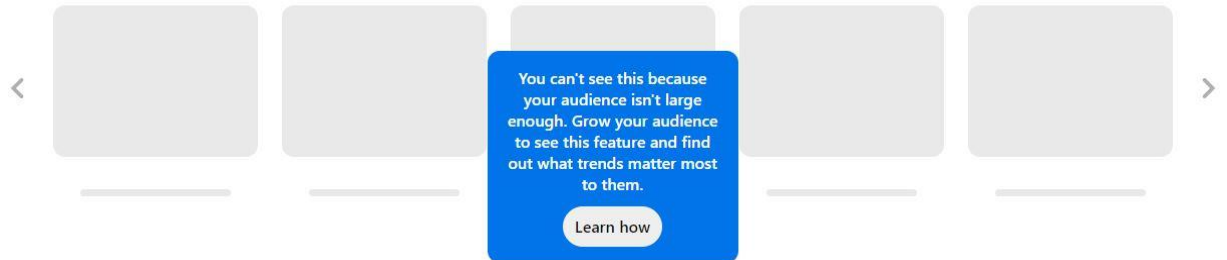
5. Keywords are what the user types into the search bar, you can do this yourself to find pins to add to boards that are trending.

6. Lastly, once you've grown a big enough audience you can see the most popular global growing trends for your audience, which includes all users who are following you or have engaged with any of your Pins in the last 90 days.

### Growing trends your audience loves

The most popular global growing trends for your audience, which includes all users who are following you or have engaged with any of your Pins in the last 90 days. [Learn more](#)

All interests ▼





*YAY! Congratulations!*



You have just finished the third section, which walked through the basics of Pinterest and how to properly create a board! With that you have officially made it through this entire document! Amazing job sticking with us! Together we have covered how to how to set up effective Facebook and Instagram advertising, as well as create and edit Pinterest boards. We hope the process for each social media site has now become simplified for you. Of course, please reach out if any difficulties arise or if you have any questions! Keep up the outstanding work!



**Iteration IV: Creation of Social Media Campaigns**  
**Facebook/Instagram**

**Pack-n-go Girls Journey Team**

**Iteration IV**

**Creation of Social Media Campaigns**  
**Facebook | Instagram**

**March 21<sup>st</sup> – April 17<sup>th</sup> 2023**



This iteration contains all posts for the three campaigns for Instagram and Facebook. All advertisements are ready to be published and may be turned on at the discretion of Pack-n-Go associates.

## Summer Reading Adventure Campaign Facebook: (Can be published under Katherine's account)

### May – June Summer Reading Adventure Campaign

 **Pack-n-Go Girls**  
Sponsored · 🌐

The sun is shining and the adventure is calling ☀️ Join our Summer Reading Adventure and take your child on a journey around the world with our books. Plus check out the below link to receive a free adventure kit! Click here to join today!: <https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure  
#AdventureAwaits



packngogirls.com  
**2023 Summer Reading  
Adventure! Start Your Ver...**

**Order now**

👍 Like    💬 Comment    ➦ Share

 **Pack-n-Go Girls**  
Sponsored · 🌐

Ready for a summer of exploration? 🌍 Our books will transport your child to new places and teach them about different cultures. Plus receive special offers and educational resources by clicking here!: <https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure  
#CulturalEducation



packngogirls.com  
**2023 Summer Reading  
Adventure! Start Your Very**

**Order now**

👍 Like    💬 Comment    ➦ Share

 **Pack-n-Go Girls**  
Sponsored · 🌐

Happy Mother's Day! 🎁 Give the gift of adventure to the special moms in your life with our books and exploration kits, which make learning fun and engaging for kids of all ages. Click here to join today!: <https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #MothersDayGift  
#FamilyAdventure #SummerReadingAdventure



packngogirls.com  
**2023 Summer Reading  
Adventure! Start Your Very**

**Order now**

👍 Like    💬 Comment    ➦ Share





**Pack-n-Go Girls**  
Sponsored · 🌐



Summer is just around the corner! Get your kids excited about learning and exploring new places with Pack-n-Go Girls' books and activities! Click the below link to join and receive travel tips and destination ideas!:

<https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure  
#FunActivities



packngogirls.com  
**2023 Summer Reading  
Adventure! Start Your Very**

**Order now**



Like



Comment



Share

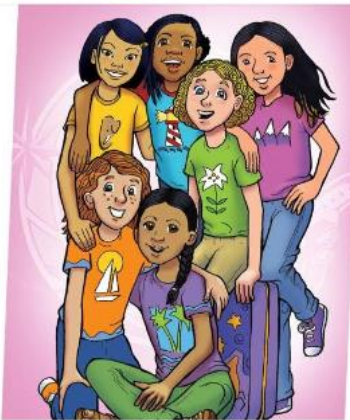


**Pack-n-Go Girls**  
Sponsored · 🌐



Keep your little ones curious and engaged with Pack-n-Go Girls! Our books and activities will spark their imagination and take them on a journey around the world! 🌍 ✨ Click here to join today!: <https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #ReadingRocks  
#SummerReadingAdventure



packngogirls.com  
**2023 Summer Reading  
Adventure! Start Your Very**

**Order now**



Like



Comment



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## July Summer Reading Adventure Campaign



Pack-n-Go Girls  
Sponsored · 🌐



Don't miss out on the adventure of a lifetime! Our Summer Reading Adventure is the perfect way to keep your child engaged and learning this summer. Click the below link to receive exclusive offers and educational resources! What are you waiting for!

<https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure  
#EngagingEducation



packngogirls.com  
2023 Summer Reading  
Adventure! Start Your Very

Order now



Like



Comment



Share

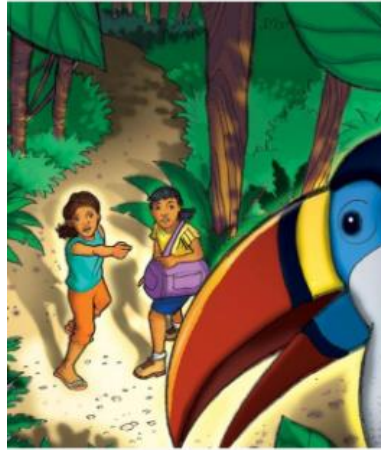


Pack-n-Go Girls  
Sponsored · 🌐



Looking for a new adventure this summer? Patti and Izzy in the "Mystery of the Thief in Night" as they investigate strange happenings deep in the jungle! Pick up a book today for your own child to stay on the edge of their seat and turn every page till the end!

#PacknGoGirls #Mystery  
#SummerReadingAdventure



packngogirls.com  
2023 Summer Reading  
Adventure! Start Your Ver...

Order now



Like



Comment



Share



Pack-n-Go Girls  
Sponsored · 🌐



Happy Father's Day! 🙌 Help dads bond with their kids over an educational adventure with our books and exploration kits. Plus, check the link below to be entered into our quarterly drawing for a chance to win a country exploration kit!

<https://packngogirls.com/summer-reading>

#PacknGoGirls #FathersDay #FamilyBonding  
#SummerReadingAdventure



packngogirls.com  
2023 Summer Reading  
Adventure! Start Your Ver...

Order now



Like



Comment



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**Pack-n-Go Girls**  
Sponsored · 🌐

Get ready to leap into a new book series this summer with Pack-N-Go Girls! Check out the below link for exclusive offers, educational resources, and even the chance to win a free adventure kit!

<https://packngogirls.com/summer-reading->

#PacknGoGirls #AdventureAwaits  
#SummerReadingAdventure



packngogirls.com  
**2023 Summer Reading  
Adventure! Start Your Ver...**

Order now

👍 Like    💬 Comment    ➦ Share

...



**Pack-n-Go Girls**  
Sponsored · 🌐

Celebrate the 4th of July with Pack-N-Go Girls books! Learn about the history and culture of our country and others. Want to even receive a free adventure kit!? Click here to find access to such deals, resources, and more!!:

<https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure



packngogirls.com  
**2023 Summer Reading  
Adventure! Start Your Very**

Order now

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## August Summer Reading Adventure



Pack-n-Go Girls  
Sponsored · 🌐



☀️ Give your child the gift of knowledge with Pack-n-Go Girls! Our books and activities will take them on an adventure around the world. 📖 Click here to join today and stay up to date on our newest releases!  
<https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure



packngogirls.com  
2023 Summer Reading  
Adventure! Start Your Ver...

Order now



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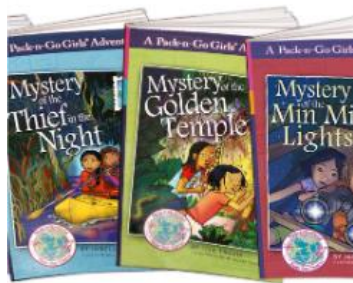
Pack-n-Go Girls  
Sponsored · 🌐



Happy Back to School! 🎒 Make the start of a new school year exciting by adding some adventure to your home with our books and exploration kits! Plus, by clicking on the below link you can gain access to educational tips, tricks and special offers!

Click here to check it out!  
<https://packngogirls.com/summer-reading>

#PacknGoGirls #SummerReadingAdventure  
#BackToSchool #BackToSchoolSeason



packngogirls.com  
2023 Summer Reading  
Adventure! Start Your Ver...

Order now



Like



Comment



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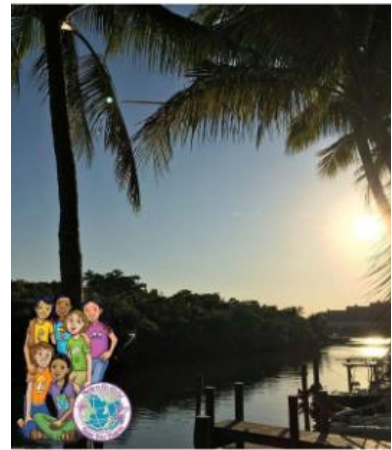


Pack-n-Go Girls  
Sponsored · 🌐



As summer winds down, keep the adventure going with Pack-N-Go Girls books! Check out the link below to get back-to-school tips and tricks as well as a ton of fun activities! Click here to join today! <https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure  
#BacktoSchool #BacktoSchoolSeason



packngogirls.com  
2023 Summer Reading  
Adventure! Start Your Very

Order now



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**Pack-n-Go Girls**

Sponsored · 🌐



Did you know that reading is a great way to travel the world without leaving your home? Join the Pack-n-Go Girls adventure and explore new cultures through our books and activities! Click on the link below to receive travel tips and educational resources. ✈️ You don't know you're missing out on!

<https://packngogirls.com/summer-reading>

#PacknGoGirls #SummerReadingAdventure



[packngogirls.com](https://packngogirls.com)

**2023 Summer Reading  
Adventure! Start Your Very**

Order



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# Unlock the Thrills of Global Exploration with Pack-N-Go Girls! Campaign Facebook

(Can be published under Katherine's account)

## January:

**Pack-n-Go Girls**  
Sponsored · 

...

×

Are you ready to embark on an epic adventure this new year? Then join the Pack-n-Go Girls and let the magic begin! With exciting new characters to meet, thrilling mysteries to solve, and exotic foods to sample, the Pack-n-Go Girls are your passport to a world of adventure and excitement. And with our fun and engaging activities, crafts, and games, you'll never be bored.

So, what are you waiting for? Let the adventures begin! Join the Pack-n-Go Girls today and discover a world of wonder and excitement. Click here to get started!



packngogirls.com

**Unlock the Thrills of Global Exploration with Pack-N-**

[Learn more](#)

 Like  Comment  Share

## February:



**Pack-n-Go Girls**

Sponsored · 🌐



Celebrate Valentine's Day with the Pack-n-Go Girls! Our bestselling children's book series is the perfect way to share the love and inspire your little ones to explore the world around them. With brave and adventurous heroines, exciting mysteries to solve, and fascinating destinations to discover, the Pack-n-Go Girls will capture your child's heart and imagination. So why not spread the love this Valentine's Day and introduce your child to the world of Pack-n-Go Girls? Happy Valentine's Day from the Pack-n-Go Girls team! ❤️🌍



packngogirls.com

**Unlock the Thrills of Global  
Exploration with Pack-N-...**

[Learn more](#)



Like



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## March:

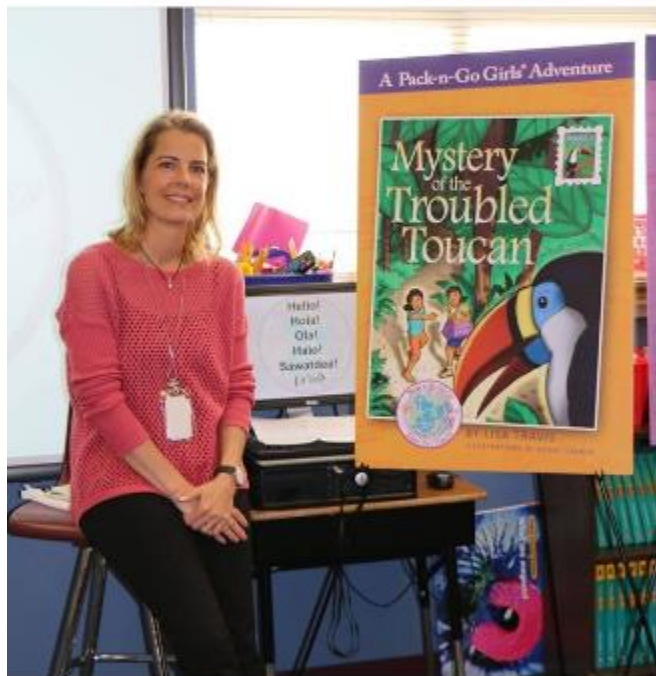


**Pack-n-Go Girls**

Sponsored · 🌐



We're celebrating Women's History month by empowering young girls with Pack N Go Girls stories, teaching young minds everywhere the importance of discovery, diversity, and belonging. Pick up your copies by clicking here today to brighten your child's day!



packngogirls.com

**Unlock the Thrills of Global  
Exploration with Pack-N-...**

[Learn more](#)



Like



Comment



Share

**April:**

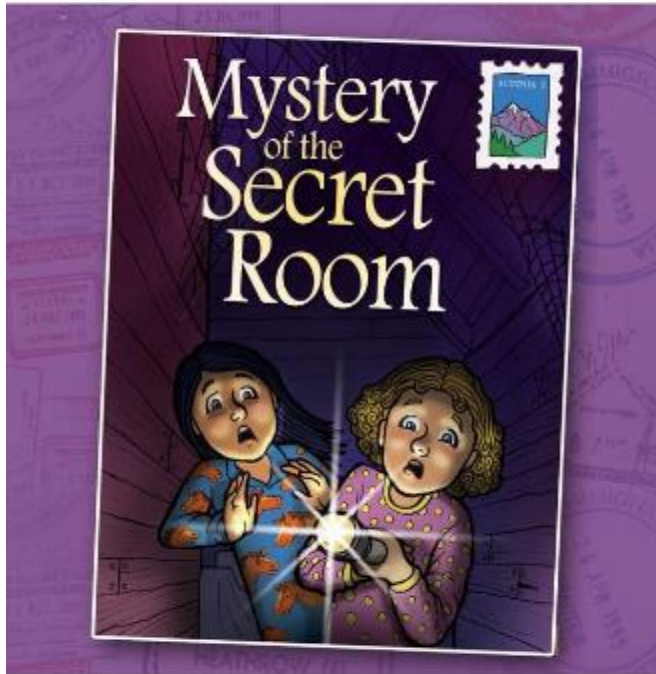




**Pack-n-Go Girls**  
Sponsored · 🌐



Did you know German is spoken not only in Germany but also in Austria? Learn more about Austria with our friends Brooke and Eva in the Mystery of the Secret Room. For even more fun facts check out our Austria Country Exploration Kit!



packngogirls.com

**Unlock the Thrills of Global  
Exploration with Pack-N-**

[Learn more](#)



Like



Comment



Share

**May:**



**Pack-n-Go Girls**  
Sponsored · 🌐



This month we are celebrating Asian Pacific Heritage Month with Wendy Lee and Nong May Wattana. Wendy Lee thinks it's pretty cool that she has two names her American one and Lee Wen Chi her Chinese name. Wendy loves having a connection to her Chinese roots and still being an all-American girl. Nong May grew up right outside of Chiang Mai in the Mae Sa Valley on an orchid farm. She loves to talk to the people from different countries that come to help her mom support the village schools. You can learn all about Wendy Lee and Nong May Wattana at the Pack N Go Girls website.



[packngogirls.com](http://packngogirls.com)

**Unlock the Thrills of Global  
Exploration with Pack-N-**

[Learn more](#)



Like



Comment



Share

**June:**

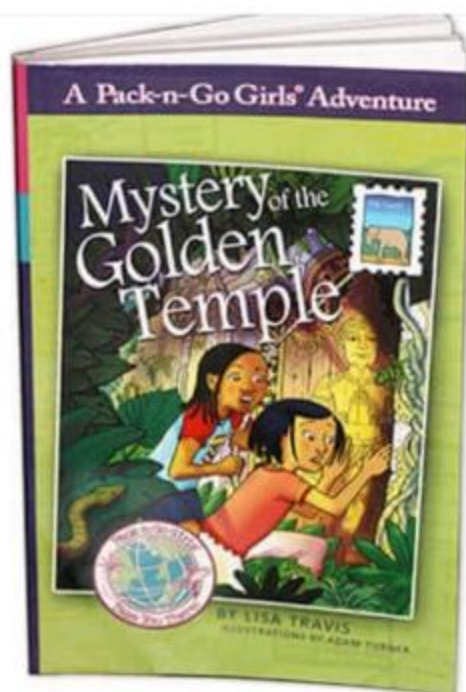


**Pack-n-Go Girls**

Sponsored ·



This summer explore Thailand with Jess Johnson and Nong May Wattana in The Mystery of the Golden Temple. Get to know all about Thailand and more with Pack-n-Go Girls!



[packngogirls.com](http://packngogirls.com)

**Unlock the Thrills of Global  
Exploration with Pack-N-**

[Learn more](#)



Like



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**July:**

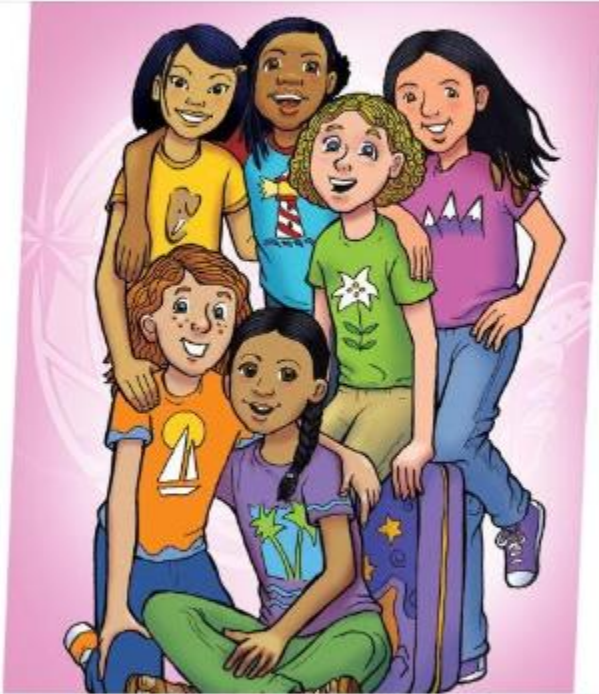


**Pack-n-Go Girls**

Sponsored · 🌐



This summer join in on the fun with Pack-n-Go Girls! Join Brooke, Eva, Izzy, Patti, Nong, Jess, Júlia, Sophia, Windy, Chloe, and Jacko as they travel the world and uncover discoveries of a lifetime!



packngogirls.com

**Unlock the Thrills of Global  
Exploration with Pack-N-**

[Learn more](#)



Like



Comment



Share

**August:**



**Pack-n-Go Girls**

Sponsored · 🌐



This Back to School season help your child find the joy of reading with Pack-n-Go Girls! With our bestselling children's book series, you'll journey to some of the most incredible and awe-inspiring destinations on the planet, all from the comfort of your own home. From the sun-kissed beaches of Mexico to the snowy forests of Austria, our brave and adventurous heroines will take you on a journey that will leave you breathless. Click here to start your own adventure!



packngogirls.com

**Pack-n-Go-Girls | Pack-n-Go Girls Take You There!**

[Learn more](#)



Like



Comment



Share

**September:**



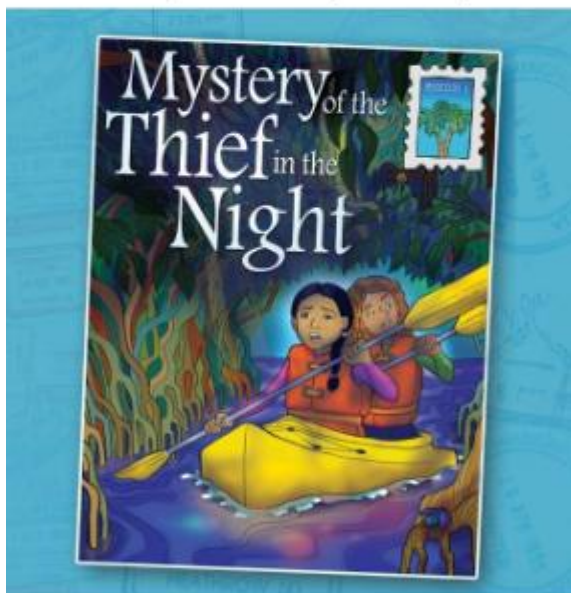


**Pack-n-Go Girls**

Sponsored · 



This Hispanic Heritage month we want you to get to know some of our amazing Pack N Go Girls. We invite you to get to know Patti Cruz Delgado who loves helping her mom and dad in their restaurant and hotel. Sofia Diaz, Sofia spends a lot of time with her gymnastics team, The Xtreme Flippers. Júlia Santos lives in a city right smack in the Amazon, she uses every opportunity to learn more about the jungle on each adventure she takes. Learn all about these adventurous girls and the mysteries they solve.



packngogirls.com

**Unlock the Thrills of Global  
Exploration with Pack-N-...**

[Learn more](#)



Like



Comment



Share

## October:



Pack-n-Go Girls

Sponsored · 🌐



This Spooky season, travel with Pack-n-Go Girls to unlock the thrills of global exploration and help your child discover new cultures, make new friends, and broaden their horizons. Join the adventure with Pack-N-Go Girls today, and help \*sweeten\* your child's day!



packngogirls.com

**Unlock the Thrills of Global  
Exploration with Pack-N-...**

[Learn more](#)



Like



Comment



Share

**November:**



**Pack-n-Go Girls**

Sponsored · 



Gather around the table with your family this Thanksgiving and spark your child's sense of adventure with Pack-N-Go Girls! Our travel books and guides are the perfect way to inspire curiosity and exploration while sharing quality time together. Give the gift of adventure this holiday season with Pack-N-Go Girls!



packngogirls.com

**Unlock the Thrills of Global  
Exploration with Pack-N-...**

[Learn more](#)



Like



Comment



Share



## December:

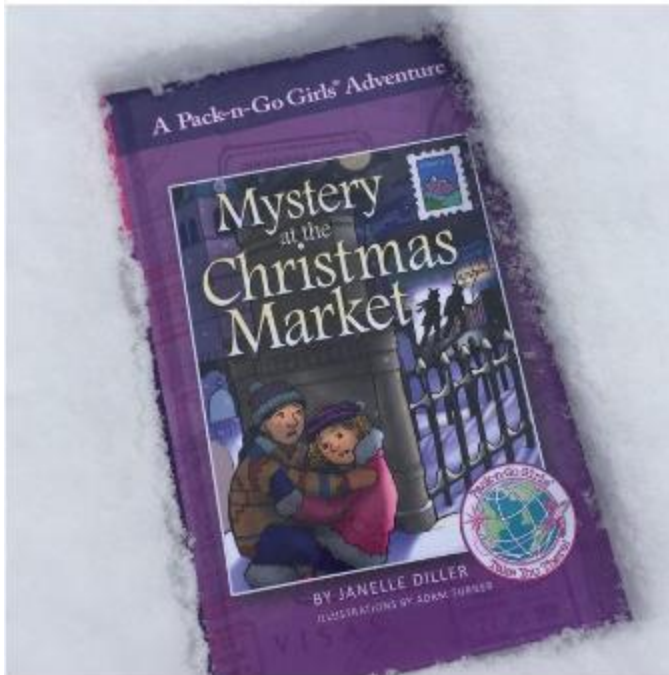


**Pack-n-Go Girls**

Sponsored · 🌐



Looking to stay warm this winter season? Pick up *Mystery at the Christmas Market* today for a good fireside reading. Join Elise, Annie, and Josephine as they look into mysterious happenings at a ski resort and help uncover the true meaning of friendship.



[packngogirls.com](http://packngogirls.com)

**Unlock the Thrills of Global  
Exploration with Pack-N-...**

[Learn more](#)



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**Evergreen Campaign Instagram:**  
**(Can be published under Lisa's account)**

## January

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packngogirlsadventures Happy New Year! off right by adding some adventure to yo with our books and exploration kits. Plus at <https://packngogirls.com/join/> to get a exclusive discounts and educational res #PacknGoGirls #NewYearNewAdventure #EducationalResources

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packngogirlsadventures The winter months cold. Keep your students engaged and la Pack-n-Go Girls books and exploration k out with the below link to get winter read recommendations and fun activities! <https://packngogirls.com/join/> #PacknGoGirls #WinterSeason

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packngogirlsadventures Dear teachers, we want to take a moment to acknowledge and thank you for the incredible work you do in shaping the minds of the next generation! Your dedication is truly appreciated!

Gain access to new material, fun guides, and more!  
<https://packngogirls.com/join/>





#PacknGoGirls #TeachersRule

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packngogirlsadventures Happy Valentine's Day! ❤️ Show your students some love by treating them to a fun and educational adventure with our books and exploration kits.

Check out the link below to be entered into our quarterly drawing for a chance to win a country exploration kit! <https://packngogirls.com/join/>

#PacknGoGirls #ValentinesDay #ClassroomAdventure

March:

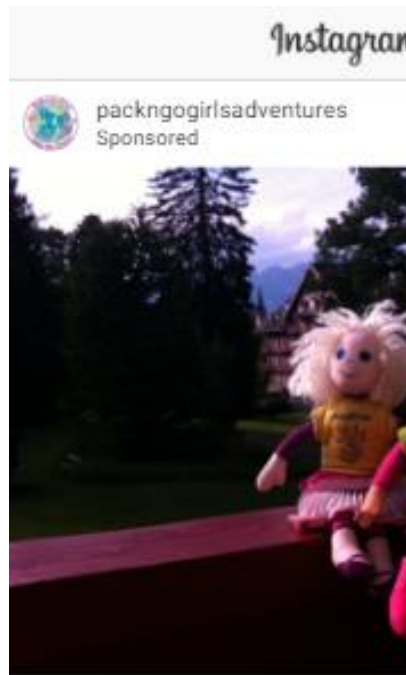


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packngogirlsadventures Happy East season of new beginnings by intro to new adventures with our books. Ready to join our community of ad Visit <https://packngogirls.com/join/>

#PacknGoGirls #EasterAdventure

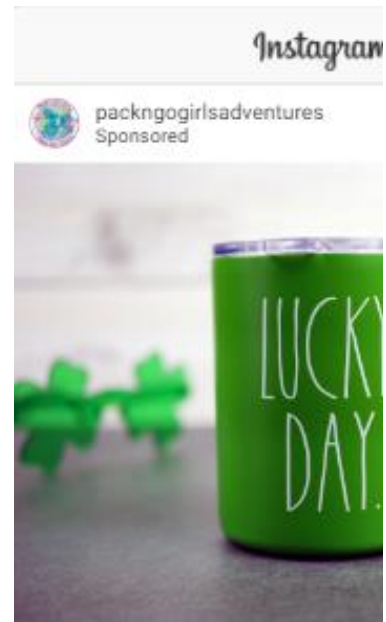


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packngogirlsadventures Adventure : classroom! 🌍 To check out our e: books to help bring the world to lit click on the link below! Don't wait <https://packngogirls.com/join/>

#PacknGoGirls #ExploreTheWorld #EducationalAdventure



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packngogirlsadventures Happy St. P to boost your luck and your cultur: out the below link to receive week products, resources, and exciting around the world. Who knows, ma just around the corner!

Click me to help spread luck and c <https://packngogirls.com/join/>

#PacknGoGirls #StPatricksDay #C



## Instagram



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packngogirlsadventures Did you know that March is National Reading Month? Celebrate by reading Pack-n-Go Girls books and promoting literacy in your classroom!

Don't miss out on this amazing opportunity to help your students become lifelong learners! Check out the fun at: <https://packngogirls.com/join/>

#PacknGoGirls #NationalReadingMonth

April:

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packngogirlsadventures Shoutout to all the homeschooling parents out there! We know it's not easy, but you're doing an amazing job! Use Pack-n-Go Girls' books and activities to supplement your child's education and make learning fun. Don't forget to check out the below link to receive homeschooling tips and resources: <https://packngogirls.com/join/>

#PacknGoGirls #Homeschool

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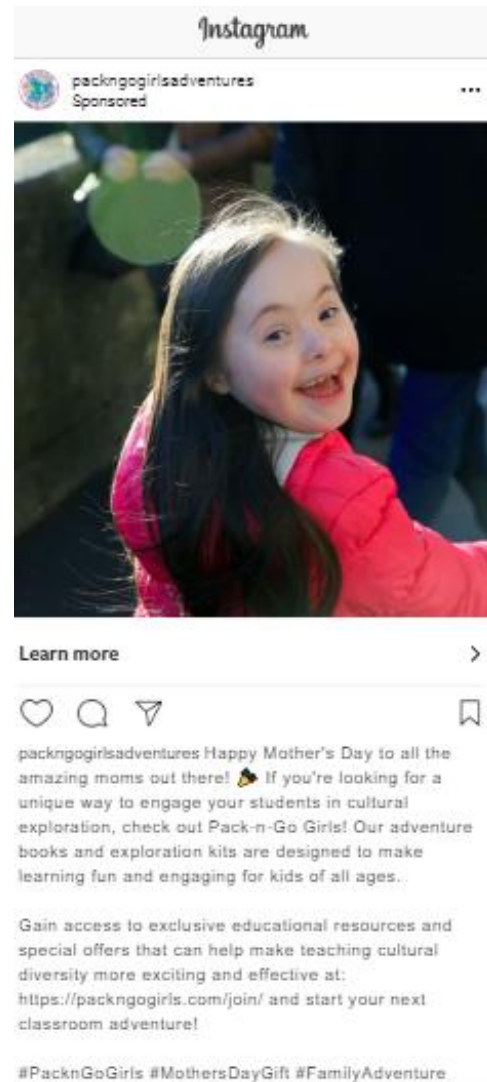


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packngogirlsadventures Get ready for an adventure! 🗺️ Check out the below link to gain access to in-classroom activities designed to engage students and spark their curiosity! From crafts to geography, we've got everything you need to make learning fun. Join in on the adventure here now!: <https://packngogirls.com/>

#PacknGoGirls #HandsOnLearning  
#ClassroomAdventure

May:






June:

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packngogirlsadventures Take your students on a journey around the world with Pack-n-Go Girls! Our adventure books showcase diverse countries like Mexico and Austria, teaching kids about different cultures and inspiring them to explore!

Gain access to exclusive educational resources that can help you bring the magic of travel to your classroom: <https://packngogirls.com/join/>

#PacknGoGirls #TravelWithKids #CulturalEd

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packngogirlsadventures Happy Father's Day to all the spectacular dads out there! 🎁 Looking for an educational way to help your students bond with their dads? Check out Pack-n-Go Girls! Our adventure books and exploration kits are designed to help with bonding and make learning about different cultures fun and engaging.

Join <https://packngogirls.com/join/> and give your students and their dads the gift of adventure this Father's Day!

#PacknGoGirls #FathersDay #FamilyBonding

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packngogirlsadventures Can you name the state the Girls traveled to in the above photo? Comment for a chance to win a free adventure kit for your classroom!

With Pack-n-Go Girls, your students can use their imaginations to travel all around the world and learn about fascinating and unique cultures!

Find fun activities to keep young minds active: <https://packngogirls.com/join/>

#PacknGoGirls #TravelWithKids #CulturalEd

July:

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packngogirlsadventures Looking for a way to make learning fun? 🤖 Our exploration kits are packed with hands-on activities and resources that will engage your students and spark their curiosity. The world is waiting for your students!

Join now and help begin their lifelong journey of enjoying reading at <https://packngogirls.com/join/>

#PacknGoGirls #HandsOnLearning #EducationalAdventure

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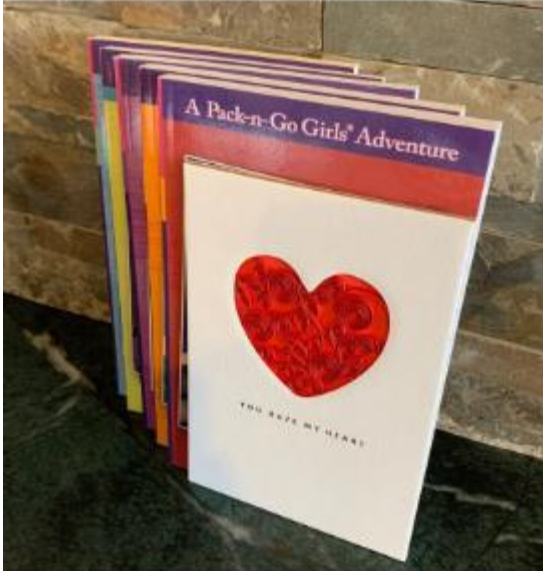
packngogirlsadventures Happy 4th of July! 🇺🇸 Celebrate America's birthday with a bang by teaching your students about the history and culture of our great nation with Pack-n-Go Girls' adventure books and exploration kits. And if you're looking to make your celebration even more explosive, join <https://packngogirls.com/join/> and light up your classroom with the magic of travel!

#PacknGoGirls #IndependenceDay #AmericanAdventure #4thofJuly

August:

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packngogirlsadventures Back to school season is here! Let's start the year off right by encouraging a love of learning with Pack N Go Girls books! Check out the link below to get exclusive fun activities and updates: <https://packngogirls.com/join/>

#PacknGoGirls #BacktoSchool #BacktoSchoolSeason

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packngogirlsadventures Happy Back to School! 📖 Make the start of a new school year exciting by adding some adventure to your classroom with our books and exploration kits!

Be the first to know about new products and resources that will help you and your students explore the world: <https://packngogirls.com/join/>

#PacknGoGirls #BackToSchool #ClassroomAdventure

September:

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packngogirlsadventures Looking for a fun and educational activity for your classroom or homeschool curriculum? Explore the world with Pack-n-Go Girls books and activities! Check out the link below to get monthly book recommendations and fun activities:  
<https://packngogirls.com/join/>

#PacknGoGirls #FunClassroomActivities

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packngogirlsadventures Teachers, are you looking for ways to inspire your students to learn about different cultures? Look no further than Pack-n-Go Girls! Our books and activities are perfect for the classroom! 📖

Join now for more educational resources!  
<https://packngogirls.com/join/>


#PacknGoGirls #AdventureAwaits



October:

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packngogirlsadventures Halloween is just around the corner! Celebrate with Pack-n-Go Girls books explore spooky tales and myths from around the world. Don't forget to click on Pack N Go Girls link below for fun activities and updates:  
<https://packngogirls.com/join/>

#PacknGoGirls #SpookySeason #Halloween

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packngogirlsadventures Teachers, do you want holiday ideas, crafts, easy recipes, and fun activities for your classroom? 🍬 Follow the link below to access a whole host of resources sure to make your students grin ear to ear! <https://packngogirls.com/join/>

#PacknGoGirls #EducationalAdventure

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packngogirlsadventures Happy SPppooOoKy ! Get your students excited about learning with Pack-n-Go Girls' spooky adventure books and exploration kits. From thrilling Halloween stories to cultural explorations, our materials make education fun and engaging! And if you're looking to add some magic to your classroom, click the link below to access to exclusive educational resources and offers. Join now at <https://packngogirls.com/join/> Ignite the imagination of your students this Halloween season! #PacknGoGirls #HalloweenAdventure #EducationalFun

## November:

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packngogirlsadventures 'Tis the season of gratitude! why not spread some thanks with Pack-n-Go Girls and exploration kits? Your purchase supports education around the world, and by clicking the link below you'll have an exclusive chance to win a beautiful purple handbag that will add a touch of warmth to your wardrobe!

Don't miss out on this amazing opportunity! Join at <https://packngogirls.com/join/>

#PacknGoGirls #Thanksgiving #GivingBack #ChanceToWin #GiveawayAlert #AdorableTote

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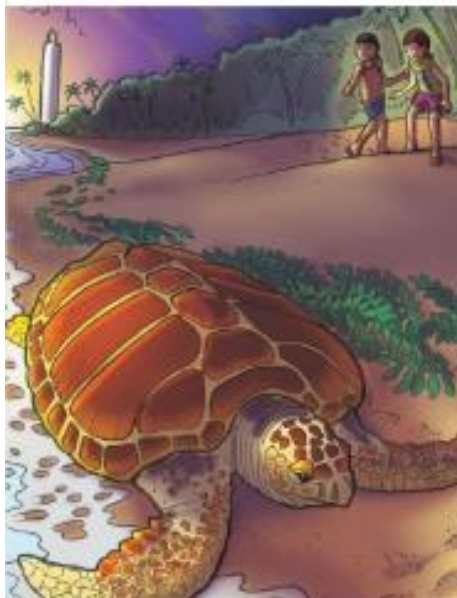
Learn more

packngogirlsadventures Happy Thanksgiving! this special holiday with your students with Pack-n-Go Girls' adventure books and exploration kits! you're looking to add some extra spice to your classroom, check out the below link to receive exclusive educational resources and activities now at <https://packngogirls.com/join/> and give your students a reason to be thankful for learning!

#PacknGoGirls #ThanksgivingAdventure #CulturalEducation

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packngogirlsadventures This month give your gift of knowledge with Pack-n-Go Girls exploration kits and books! Want to receive fun hands-on activities to help empower your students, click on me! <https://packngogirls.com/join/>

#PacknGoGirls #Exploration

## December:

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packngogirlsadventures Can you name the country Pack-n-Go Girls traveled to in the above photo? Comment below for a chance to win a free adventure kit for classroom!

Don't let the cold get you down! Join Pack N Go! and allow your students to learn all about the different places all around the world! Follow the below link to join in on the fun! <https://packngogirls.com/join/>

#PacknGoGirls #TravelWithKids #CulturalEducation

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packngogirlsadventures Happy Hanukkah! 🕯️ Add educational fun to your classroom during the Festival of Lights with our books and exploration kits, which teach kids about different cultures and traditions!

Get ready to experience even more educational adventure with Pack-n-Go Girls! Visit us at <https://packngogirls.com/join/> and let's light up your classroom this wintery season!

#PacknGoGirls #HanukkahAdventure #CulturalEducation #WinterWonderland #HappyHolidays

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packngogirlsadventures Merry Christmas! From our hearts to yours, we hope you are having a wonderful winter holiday season! Stay warm by the fire by reading Pack-n-Go Girls books and learning all about different cultures and traditions! Comment below what your favorite holiday tradition is!

Don't forget to add some holiday cheer to your day by checking out the below link to stay updated on our products and special offers. Visit us at <https://packngogirls.com/join/> and let's make this holiday season one to remember!

#PacknGoGirls #ChristmasAdventure #CulturalEducation #Winter #Culture #HolidayTraditions





## Evergreen, Summer and Additional Campaign Idea Generation

### Evergreen Educational Campaign (Instagram)

#### Randomly:

- 1.) Adventure awaits in your classroom! 🌍 Our exploration kits and books bring the world to life for your students. Plus, they're aligned with Common Core Standards. Click the link in our bio to learn more! #PacknGoGirls #ExploreTheWorld #EducationalAdventure
- 2.) Get ready for an adventure! 🛒 Our in-classroom activities are designed to engage students and spark their curiosity. From crafts to geography, we've got everything you need to make learning fun. Visit our website to shop now! #PacknGoGirls #HandsOnLearning #ClassroomAdventure
- 3.) Are you ready to explore the world with your students? 🌍 Our books take them on a journey to different countries and cultures, while teaching them important lessons along the way. Check out our selection today! #PacknGoGirls #TravelWithKids #CulturalEducation
- 4.) Attention all teachers! 🧑🏫🧑🏫 Want to win a free adventure kit for your classroom? Sign up for our newsletter and you'll be entered into our monthly drawing! Plus, you'll get exclusive access to new products, discounts, and educational resources. Click the link in our bio to join now. #PacknGoGirls #EducationalAdventure #GiveawayAlert
- 5.) Take your students on a journey around the world with our books! 📖 From Mexico to Austria, our stories teach kids about different cultures and inspire them to explore. Visit our website to shop now! #PacknGoGirls #TravelWithKids #CulturalEducation
- 6.) Looking for a way to make learning fun? 🤖 Our exploration kits are packed with hands-on activities and resources that will engage your students and spark their curiosity. Click the link in our bio to learn more! #PacknGoGirls #HandsOnLearning #EducationalAdventure
- 7.) Did you know that all of our products are aligned with Common Core Standards? 📄 That means you can incorporate them into your lesson plans and know that your students are getting a quality education. Shop now and see the difference! #PacknGoGirls #EducationalStandards #QualityEducation
- 8.) Teachers, do you want to win a free adventure kit for your classroom? 🎉 Sign up for our email list and you'll be entered into our monthly drawing! Plus, you'll get access to exclusive discounts, educational resources, and more. Click the link in our bio to join now. #PacknGoGirls #EducationalAdventure #GiveawayAlert

## Holiday Themed:

- 1.) Happy New Year! 🎉 Start the year off right by adding some adventure to your classroom with our books and exploration kits. Plus, sign up for our email list and get access to exclusive discounts and educational resources. #PacknGoGirls #NewYearNewAdventure #EducationalResources
- 2.) Happy Valentine's Day! ❤️ Show your students some love by treating them to a fun and educational adventure with our books and exploration kits. Plus, sign up for our email list and be entered into our quarterly drawing for a chance to win a class set of our books. #PacknGoGirls #ValentinesDay #ClassroomAdventure
- 3.) Happy St. Patrick's Day! 🍀 Get your students excited about learning with our books and exploration kits, which take them on an adventure to different countries and cultures. Plus, sign up for our email list and receive exclusive discounts and educational resources. #PacknGoGirls #StPatricksDay #CulturalEducation
- 4.) Happy Easter! 🐰 Celebrate the season of new beginnings by introducing your students to new adventures with our books and exploration kits. Plus, sign up for our email list and receive a free adventure kit as a thank you. #PacknGoGirls #EasterAdventure #NewBeginnings
- 5.) Happy Mother's Day! 👩👧 Give the gift of adventure to the special moms in your life with our books and exploration kits, which make learning fun and engaging for kids of all ages. Plus, sign up for our email list and receive educational resources and special offers. #PacknGoGirls #MothersDayGift #FamilyAdventure
- 6.) Happy Father's Day! 👨👧 Help dads bond with their kids over an educational adventure with our books and exploration kits. Plus, sign up for our email list and be entered into our quarterly drawing for a chance to win a class set of our books. #PacknGoGirls #FathersDay #FamilyBonding
- 7.) Happy 4th of July! 🇺🇸 Celebrate America's birthday by teaching your students about the history and culture of our great nation with our books and exploration kits. Plus, sign up for our email list and receive a free adventure kit as a thank you. #PacknGoGirls #IndependenceDay #AmericanAdventure
- 8.) Happy Back to School! 📚 Make the start of a new school year exciting by adding some adventure to your classroom with our books and exploration kits. Plus, sign up for our email list and receive educational resources and special offers. #PacknGoGirls #BackToSchool #ClassroomAdventure
- 9.) Happy Halloween! 🎃 Get your students excited about learning by incorporating some spooky adventures with our books and exploration kits. Plus, sign up for our email list and be entered into

our quarterly drawing for a chance to win a class set of our books. #PacknGoGirls  
#HalloweenAdventure #EducationalFun

10.)Happy Thanksgiving! 🍁 Teach your students about gratitude and diversity with our books and exploration kits, which take them on an adventure to different countries and cultures. Plus, sign up for our email list and receive exclusive discounts and educational resources. #PacknGoGirls  
#ThanksgivingAdventure #CulturalEducation

11.)Happy Hanukkah! 🕯️ Add some educational fun to your classroom during the Festival of Lights with our books and exploration kits, which teach kids about different cultures and traditions. Plus, sign up for our email list and receive a free adventure kit

## **Monthly:**

### **January:**

"Happy New Year! Make a resolution to explore new cultures and adventures with PacknGoGirls books. Sign up for our email list to get monthly book recommendations and fun activities."

"Happy New Year! Start the year off right by exploring new cultures and adventures with PacknGoGirls books. Sign up for our email list to get monthly book recommendations and fun activities."

"Did you know that reading can improve your vocabulary and critical thinking skills? Join the PacknGoGirls reading adventure and watch your cognitive skills grow. Sign up for our email list for exclusive discounts and updates."

"The winter months can be long and cold. Keep your child engaged and learning with PacknGoGirls books and exploration kits. Sign up for our email list to get winter reading recommendations and fun activities."

### **February:**

"Love is in the air! Share the gift of learning and adventure with your little valentine. Sign up for our email list to get special Valentine's Day discounts and giveaways."

Happy Valentine's Day! Show your love for learning with Pack-n-Go Girls books and activities. Visit our website to learn more and sign up for our newsletter to receive exclusive discounts.

Shoutout to all the amazing teachers out there! We appreciate everything you do to inspire the next generation of learners. To show our gratitude, we're offering a special discount on our adventure kit. Sign up for our newsletter to get the code!

### **March:**

"March is National Reading Month! Celebrate by joining the PacknGoGirls reading adventure. Sign up for our email list to get a free adventure kit and book recommendations."

Happy Women's History Month! Celebrate by reading Pack-n-Go Girls' "Mystery of the Naga" featuring a strong female lead, and inspire your students to learn about the incredible women who have made history.

Spring is here! Encourage your students to explore the great outdoors with our adventure kit, featuring activities and games to foster a love of learning and nature.

Did you know that March is National Reading Month? Celebrate by reading Pack-n-Go Girls books and promoting literacy in your classroom. Sign up for our newsletter to receive resources and tips to help your students become lifelong learners.

**April:**

"Spring has sprung! Take a break from the screen and explore the world with PacknGoGirls books. Sign up for our email list to get exclusive discounts and giveaways."

Happy Earth Day! Help your students learn about the importance of protecting our planet with Pack-n-Go Girls' adventure kit, featuring eco-friendly activities and games.

Encourage your students to dream big and explore new horizons with Pack-n-Go Girls' books and activities. Sign up for our newsletter to receive inspiring stories and educational resources.

Shoutout to all the homeschooling parents out there! We know it's not easy, but you're doing an amazing job. Use Pack-n-Go Girls' books and activities to supplement your child's education and make learning fun. Don't forget to sign up for our newsletter to receive homeschooling tips and resources.

**May:**

"Happy Teacher Appreciation Week! Thank your favorite teacher with PacknGoGirls exploration kits and books. Plus, sign up for our email list to get monthly book recommendations and fun activities."

Happy Teacher Appreciation Week! Thank you for all that you do to inspire and educate our children. To show our gratitude, we're offering a special discount on our adventure kit. Sign up for our newsletter to get the code!

Did you know that May is Asian American and Pacific Islander Heritage Month? Celebrate by reading Pack-n-Go Girls' "Mystery at the Tokyo Olympics" featuring a Japanese American lead, and encourage your students to learn about the contributions of Asian Americans and Pacific Islanders throughout history.

Summer is just around the corner! Get your students excited about learning and exploring new places with Pack-n-Go Girls' books and activities. Sign up for our newsletter to receive travel tips and destination ideas.

**June:**

"Summer is here! Keep your kids engaged and learning with PacknGoGirls books. Sign up for our email list to get summer reading recommendations and fun activities."

Happy Pride Month! Celebrate diversity and inclusivity with Pack-n-Go Girls' books featuring diverse characters and cultures from around the world.

Summer is here! Encourage your students to read and learn all summer long with Pack-n-Go Girls' Summer Reading Adventure. Sign up for our newsletter to receive exclusive content and resources.

Did you know that June is National Ocean Month? Dive into the deep blue sea with Pack-n-Go Girls' adventure kit featuring ocean-themed activities and games. Sign up for our newsletter to receive ocean conservation tips and resources.

### **July:**

"Celebrate the 4th of July with PacknGoGirls books! Learn about the history and culture of our country and others. Sign up for our email list to get a free adventure kit."

Keep your little ones curious and engaged with Pack-n-Go Girls! Our books and activities will spark their imagination and take them on a journey around the world! 🌍 Sign up for our newsletter to receive updates and exclusive deals. ✨

"The more that you read, the more things you will know. The more that you learn, the more places you'll go." - Dr. Seuss 📖 Encourage your child's love of reading with Pack-n-Go Girls! Join our adventure and subscribe to our newsletter for tips and activities. 🌸

Teachers, are you looking for ways to inspire your students to learn about different cultures? Look no further than Pack-n-Go Girls! Our books and activities are perfect for the classroom. Sign up for our newsletter for more educational resources. 📖

### **August:**

"As summer winds down, keep the adventure going with PacknGoGirls books! Sign up for our email list to get back-to-school deals and monthly book recommendations.

"The beautiful thing about learning is that no one can take it away from you." - B.B. King 🌟 Give your child the gift of knowledge with Pack-n-Go Girls! Our books and activities will take them on an adventure around the world. Sign up for our newsletter to stay updated on new releases. 📖

Did you know that reading is a great way to travel the world without leaving your home? 🌍 Join the Pack-n-Go Girls adventure and explore new cultures through our books and activities. Sign up for our newsletter to receive travel tips and educational resources. ✈️

The end of summer doesn't mean the end of learning and exploring! 😊 Keep your child curious and engaged with Pack-n-Go Girls. Our books and activities will take them on an adventure around the world! Don't miss out on our latest releases and exclusive deals, sign up for our newsletter now. 📧

### **September:**

"Back to school season is here! Let's start the year off right by encouraging a love of learning with PacknGoGirls books! Sign up for our email list to get exclusive discounts and updates."

"Did you know that reading is one of the best ways to improve your child's cognitive skills and imagination? Join the PacknGoGirls reading adventure and watch your child's love of learning grow. Sign up for our email list for exclusive discounts and updates."

"It's never too early to inspire a love of reading and adventure in your child. Check out our website for books and exploration kits that are perfect for kids of all ages. Don't forget to sign up for our email list!"

"Looking for a fun and educational activity for your classroom or homeschool curriculum? Explore the world with PacknGoGirls books and activities. Sign up for our email list to get monthly book recommendations and fun activities."

### **October:**

"As the leaves change colors, it's the perfect time to curl up with a good book. Join the PacknGoGirls reading adventure and discover new cultures and adventures. Don't forget to sign up for our email list!"

"As the weather gets colder, it's the perfect time to cozy up with a good book. Join the PacknGoGirls reading adventure and explore new cultures and adventures from the comfort of your own home. Sign up for our email list to get a free adventure kit."

"Halloween is just around the corner! Celebrate with PacknGoGirls books that explore spooky legends and myths from around the world. Don't forget to sign up for our email list for exclusive discounts and updates."

"Did you know that reading is a great way to reduce stress and improve mental health? Join the PacknGoGirls reading adventure and prioritize self-care through the power of reading. Sign up for our email list for monthly book recommendations and self-care tips."

### **November:**

"This month, we give thanks for our amazing teachers. Show your appreciation by gifting them with PacknGoGirls exploration kits and books. Plus, sign up for our email list to get a free adventure kit!"

"This month, we're giving thanks for all the amazing teachers out there! Show your appreciation by gifting them with PacknGoGirls exploration kits and books. Sign up for our email list to get a free adventure kit."

"Thanksgiving is all about coming together and celebrating diversity. Join the PacknGoGirls reading adventure and learn about cultures and traditions from around the world. Sign up for our email list to get monthly book recommendations and fun activities."

"Did you know that reading with your child can strengthen your bond and improve communication skills? Join the PacknGoGirls reading adventure and create lasting memories with your little one. Sign up for our email list for exclusive discounts and updates."

**December:**

"Looking for a unique gift for the young reader in your life? Give the gift of adventure with PacknGoGirls books! Sign up for our email list to get first access to our holiday deals."

"Looking for a unique and meaningful gift for the young reader in your life? Give the gift of adventure with PacknGoGirls books! Sign up for our email list to get first access to our holiday deals."

"The holiday season is all about giving back. Support literacy and education around the world by purchasing PacknGoGirls books and exploration kits. Don't forget to sign up for our email list for exclusive discounts and updates."

"Feeling stressed about the holiday season? Take a break and immerse yourself in the adventure of reading with PacknGoGirls books. Sign up for our email list for monthly book recommendations and self-care tips."



# Summer Reading Adventure Campaign (Facebook)

## MAY - JUNE:

- 1.) Summer is just around the corner! Get your students excited about learning and exploring new places with Pack-n-Go Girls' books and activities. Sign up for our newsletter to receive travel tips and destination ideas.
- 2.) Keep your little ones curious and engaged with Pack-n-Go Girls! Our books and activities will spark their imagination and take them on a journey around the world! 🌍 Sign up for our newsletter to receive updates and exclusive deals. ✨
- 3.) The sun is shining and the adventure is calling! ☀️ Join our Summer Reading Adventure and take your child on a journey around the world with our books. Plus, sign up for our email list and get a free adventure kit! #PacknGoGirls #SummerReading #AdventureAwaits
- 4.) Ready for a summer of exploration? 🌍 Our books will transport your child to new places and teach them about different cultures. Plus, sign up for our email list and receive special offers and educational resources. Click the link in our bio to learn more! #PacknGoGirls #SummerReading #CulturalEducation
- 5.) Make this summer one to remember! 🎆 Join our Summer Reading Adventure and watch as your child's imagination takes flight. Plus, sign up for our email list and receive a free adventure kit to inspire their next adventure. #PacknGoGirls #SummerReading #ImaginationUnleashed
- 6.) Happy Mother's Day! 🥰 Give the gift of adventure to the special moms in your life with our books and exploration kits, which make learning fun and engaging for kids of all ages. Plus, sign up for our email list and receive educational resources and special offers. #PacknGoGirls #MothersDayGift #FamilyAdventure

## JULY:


- 1.) Don't miss out on the adventure of a lifetime! 🌍 Our Summer Reading Adventure is the perfect way to keep your child engaged and learning this summer. Sign up for our email list and receive exclusive offers and educational resources. Click the link in our bio to learn more. #PacknGoGirls #SummerReading #EngagingEducation


Remember, sign up for our email list to get exclusive offers and educational resources. Plus, you'll be entered into our monthly drawing for a chance to win a free adventure kit!  
#PacknGoGirls #EmailList #AdventureAwaits

- 2.) Get ready to leap into a new book series this summer with the Pack-N-Go girls! What if we told you, you could travel the world without leaving home? With Pack-N-go Girls activity books you can travel the globe from the comfort of your home
- 3.) Celebrate the 4th of July with PacknGoGirls books! Learn about the history and culture of our country and others. Sign up for our email list to get a free adventure kit."
- 4.) Looking for a new adventure this summer? Join Patti and Izzy in the Mystery of the Thief in the Night as they investigate.....
- 5.) Happy Father's Day! 👨👧👦 Help dads bond with their kids over an educational adventure with our books and exploration kits. Plus, sign up for our email list and be entered into our quarterly drawing for a chance to win a class set of our books. #PacknGoGirls #FathersDay #FamilyBonding

## AUGUST:

- 1.) As summer winds down, keep the adventure going with PacknGoGirls books! Sign up for our email list to get back-to-school deals and monthly book recommendations.
- 2.) Give your child the gift of knowledge with Pack-n-Go Girls! Our books and activities will take them on an adventure around the world. Sign up for our newsletter to stay updated on new releases. 📖
- 3.) Did you know that reading is a great way to travel the world without leaving your home? 🌍 Join the Pack-n-Go Girls adventure and explore new cultures through our books and activities. Sign up for our newsletter to receive travel tips and educational resources. ✈️
- 4.) The end of summer doesn't mean the end of learning and exploring! 😊 Keep your child curious and engaged with Pack-n-Go Girls. Our books and activities will take them on an adventure

around the world! Don't miss out on our latest releases and exclusive deals, sign up for our newsletter now. 

- 5.) Happy Back to School!  Make the start of a new school year exciting by adding some adventure to your home with our books and exploration kits. Plus, sign up for our email list and receive educational tips and tricks and special offers. #PacknGoGirls #BackToSchool #ClassroomAdventure

## ADVERTISEMENT IDEAS:

### COOKING AROUND THE WORLD WITH PACK N' GO GIRLS! A CULINARY CULTURE QUEST

Idea is to post a quick video that demonstrates cooking the dish from around the world based on Pack N Go Girl Books. If a video is not preferred, a single picture of the dish can be provided (As shown below) If a picture is in the post, drawings of the characters may want to be included to better help attract views. Pack N Go Girls Journey team recommends posting a witty quick sentence relating to the books to help draw new audience members in.

#### January

Brooke, Eva, Izzy, Patti, Nong, Jess, Júlia, Sophia, Windy, Chloe, and Jacko are looking forward to spending the new year together! What new year resolutions do you have? Join Patti, an aspiring chef, from *The Mexico Adventures*, as she reaches for her goal of learning new recipes to share with others!

Come back here each month to see Patti's wonderful showcased varieties of food from all around the world! Patti can't wait to help you make these amazing dishes for your own family to try!

Separate Post [Week after initial post]:

[Sesame beef skewers with Thai salad](#) → Thailand



Patti found a great way to kick off the new year with some yummy sesame beef skewers. These skewers are easy to make and a fun way to spice up boring old dinners.

## February

[Mole](#) → Mexico



Did you know that the word mole comes from the Aztecs' molli (or mulli), which just means sauce. This special sauce can be used to make many amazing dishes such as [turkey mole tacos](#) and [chicken mole](#). We think this is one dish Izzy would love to try while on her trip to Mexico

## March

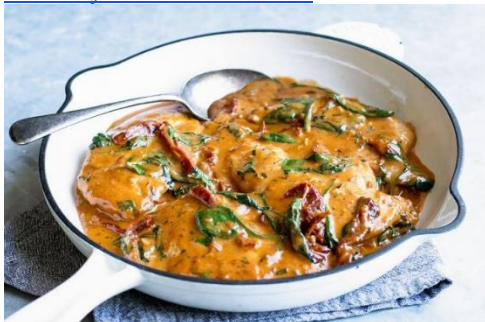
[Brazilian Vinaigrette Salsa](#) → Brazil



This salsa is a great way to spice up your traditional grilled chicken or fish. Julia recommends this side with almost any meal!

## April

[Creamy Tuscan chicken](#) → Australia



Creamy Tuscan Chicken is a popular dish all over the world, even in the Great Outback! This is a great meal to have before settling down for the night with *Mystery of the Min Min Lights*.

## May

[Tiroler Gröstl](#) → Austria



This recipe is a favorite of those who like skiing and hiking in Tirol. We know Brooke and Eva would enjoy this meal in between discovering the mysteries of the Ballerina Ghost and *The Mystery of the Secret Room*.

## June

[Thai Mango Sticky Rice Dessert](#) → Thailand



This yummy classic is usually served as street food in Thailand but with a few easy steps you can make it at home! This special treat pairs perfectly with *The Mystery of the Golden Temple*.

## July

[Brazilian Lemonade](#). → *Mystery of the Toucan*



If you're ready to cool down from the hot July sun we have the perfect drink for you. Brazilian lemonade is one of the most popular drinks in Brazil and can be adjusted to your taste! We wonder if Sophia and Julia drank this after such an exciting adventure in the *Mystery of the Toucan*?

## August

[Chicken Marie](#) → Australia



Kangaroos are not the only ones that roam Australia! Did you know chickens roam the country freely and can be commonly seen around the Great Outback? Try this kicking' Chicken Marie, sure to spice up your day to help keep you ready for the next adventure! Wendy Lee and Chloe Taylor will love to try some after staying up all night trying to catch a sheep-stealing UFO?!

## September

[Mexican chicken casserole](#) → Mexico

Want something new and exciting? Try this meal, a Mexican chicken casserole, a fun and easy dish to make! Maybe Izzy and Patti can help you identify the ingredients, from their recent trip to Mexico in *Mystery of the Disappearing Dolphin*



## October

Linzer Torte Recipe → Austria

Looking to stay out of the cold this spooky season? Warm up with a delicious Austrian berry pie, while discovering the secrets of a spooky ghost and a doll in *Mystery of the Ballerina Ghost* and *the Mystery of the Secret Room*.





## November

[Pan de Muertos](#) (Mexican Bread of the Dead) → Días de Los Muertos November

Does anyone truly know what happens after you die? Well no matter what happens you still have to remember those who passed and celebrate their lives. You can enjoy these pieces of bread while reading *Mystery of Thief in the Night* to ponder an Amazonian mystery.



## December

[Brazilian Flan](#) → Brazil

Want to have a sweet end to your year? Why not have a fun dessert to celebrate, while you read *Mystery of the Lazy Loggerhead* to slowly end your year with the kids!



**UNLOCK THE THRILLS OF GLOBAL EXPLORATION**

**WITH**

**PACK-N-GO GIRLS!**

**January Post:**



Are you ready to embark on an epic adventure this new year? Then join the Pack-n-Go Girls and let the magic begin! With exciting new characters to meet, thrilling mysteries to solve, and exotic foods to sample, the Pack-n-Go Girls are your passport to a world of adventure and excitement. And with our fun and engaging activities, crafts, and games, you'll never be bored.

So, what are you waiting for? Let the adventures begin! Join the Pack-n-Go Girls today and discover a world of wonder and excitement. Click [here](#) to get started!

### **February Post:**

Celebrate Valentine's Day with the Pack-n-Go Girls! Our bestselling children's book series is the perfect way to share the love and inspire your little ones to explore the world around them. With brave and adventurous heroines, exciting mysteries to solve, and fascinating destinations to discover, the Pack-n-Go Girls will capture your child's heart and imagination. So why not spread the love this Valentine's Day and introduce your child to the world of Pack-n-Go Girls? Happy Valentine's Day from the Pack-n-Go Girls team! ❤️ 🌍

### **March Post:**

We're celebrating Women's History month by empowering young girls with Pack N Go Girls stories, teaching young minds everywhere the importance of discovery, diversity, and belonging. Pick up your copies by clicking [here](#) today to brighten your child's day!

### **April Post:**

Did you know German is spoken not only in Germany but also in Austria? Learn more about Austria with our friends Brooke and Eva in the *Mystery of the Secret Room*. For even more fun facts check out our [Austria Country Exploration Kit](#).

**May Post:**

This month we are celebrating Asian Pacific Heritage Month with Wendy Lee and

Nong May Wattana. Wendy Lee thinks it's pretty cool that she has two names her American one and Lee Wen Chi her Chinese name. Wendy loves having a connection to her Chinese roots and still being an all-American girl. Nong May grew up right outside of Chiang Mai in the Mae Sa Valley on an orchid farm. She loves to talk to the people from different countries that come to help her mom support the village schools. You can learn all about Wendy Lee and Nong May Wattana at the [Pack N Go Girls website](#).

**July Post:**

This summer explore Thailand with Jess Johnson and Nong May Wattana in *The Mystery of the Golden Temple*. Get to know all about Thailand in the "What to Know Before You Go" section of the book.

**Posting from September 15 - October 15:**

This Hispanic Heritage month we want you to get to know some of our amazing Pack N Go Girls. We invite you to get to know Patti Cruz Delgado who loves helping her mom and dad in their restaurant and hotel. Sofia Diaz, Sofia spends a lot of time with her gymnastics team, The Xtreme Flippers. Júlia Santos lives in a city right smack in the Amazon, she uses every opportunity to learn more about the jungle on each adventure she takes. [Learn all about](#) these adventurous girls and the mysteries they solve.

**Winter Posting: November - December**

Looking to stay warm this winter season? Pick up *Mystery at the Christmas Market* today for a good fireside reading. Join Elise, Annie, and Josephine as they look into mysterious happenings at a ski resort and help uncover the true meaning of friendship.

**Other General Posts:**

With our bestselling children's book series, you'll journey to some of the most incredible and awe-inspiring destinations on the planet, all from the comfort of your own home. From the sun-kissed beaches of Mexico to the snowy forests of Austria, our brave and adventurous heroines will take you on a journey that will leave you breathless. Click [here](#) to start your own adventure!



Evergreen Campaign 2024 Instagram


# **Evergreen Campaign 2024 Instagram**



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Check out the link below to be entered into our quarterly drawing for a chance to win a country exploration kit! <https://packngogirls.com/join/>

#PacknGoGirls #ValentinesDay #ClassroomAdventure



## March:

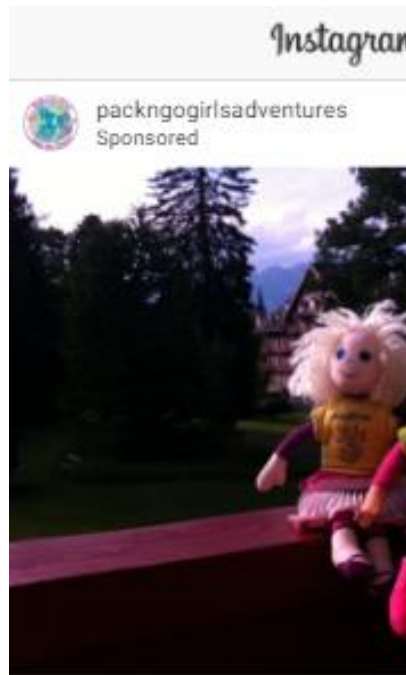


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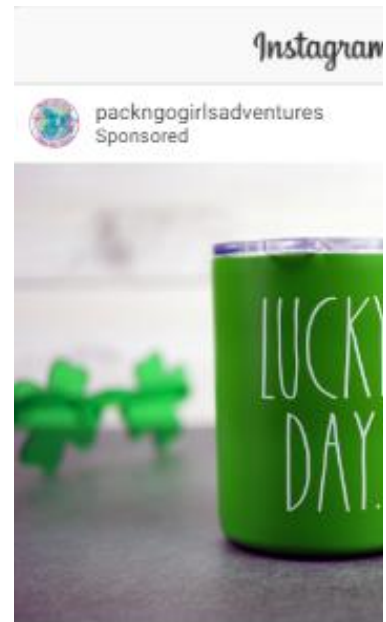


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packngogirlsadventures Adventure : classroom! 🌍 To check out our e: books to help bring the world to lit click on the link below! Don't wait <https://packngogirls.com/join/>

#PacknGoGirls #ExploreTheWorld  
#EducationalAdventure



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Don't miss out on this amazing opportunity to help your students become lifelong learners! Check out the fun at: <https://packngogirls.com/join/>

#PacknGoGirls #NationalReadingMonth

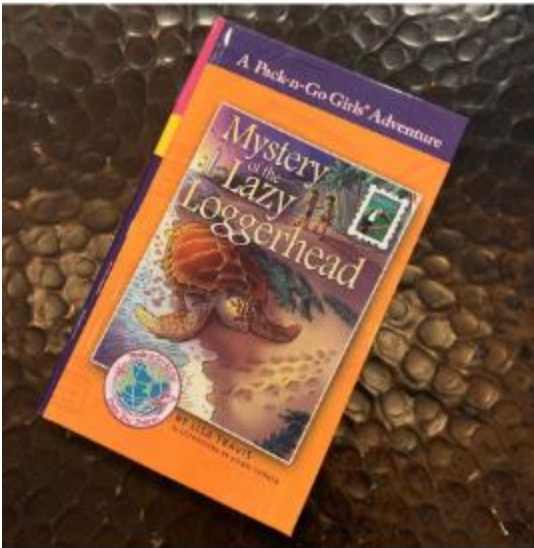
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#PacknGoGirls #Homeschool

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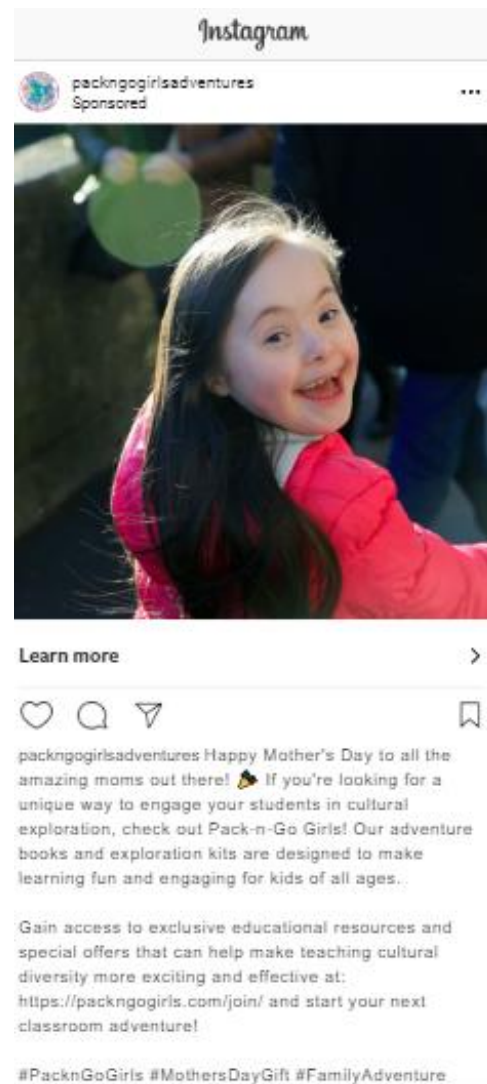
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packngogirlsadventures Get ready for an adventure! 📖 Check out the below link to gain access to in-classroom activities designed to engage students and spark their curiosity! From crafts to geography, we've got everything you need to make learning fun. Join in on the adventure here now!: <https://packngogirls.com/>

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May:



## June:

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Gain access to exclusive educational resources that can help you bring the magic of travel to your classroom: <https://packngogirls.com/join/>

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Join <https://packngogirls.com/join/> and give your students and their dads the gift of adventure this Father's Day!

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With Pack-n-Go Girls, your students can use their imaginations to travel all around the world and learn about fascinating and unique cultures!

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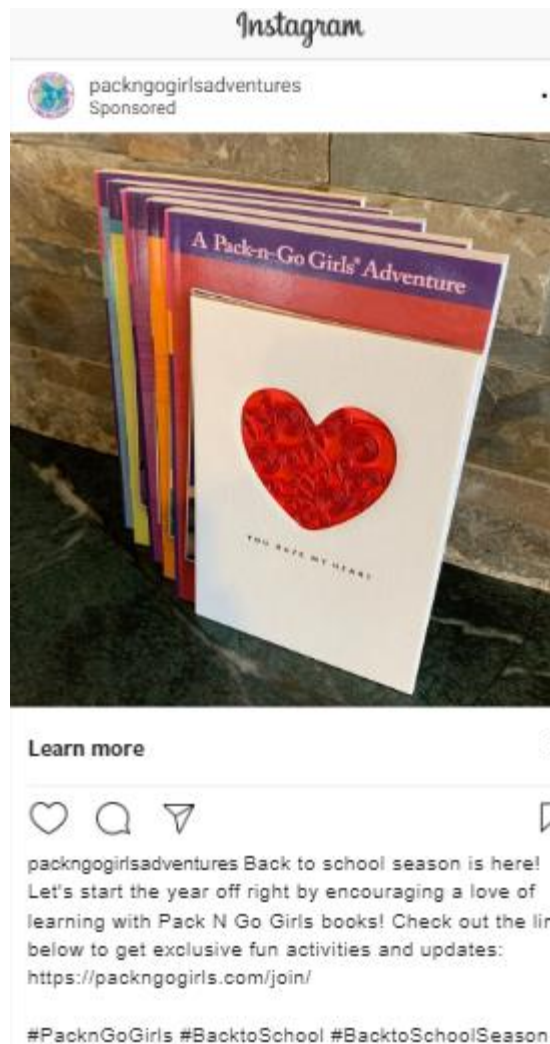
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packngogirlsadventures Happy 4th of July! 🇺🇸 Celebrate America's birthday with a bang by teaching your students about the history and culture of our great nation with Pack-n-Go Girls' adventure books and exploration kits. And if you're looking to make your celebration even more explosive, join <https://packngogirls.com/join/> and light up your classroom with the magic of travel!

#PacknGoGirls #IndependenceDay  
#AmericanAdventure #4thofJuly

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#PacknGoGirls #SpookySeason #Halloween

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Don't miss out on this amazing opportunity! Join at <https://packngogirls.com/join/>

#PacknGoGirls #Thanksgiving #GivingBack #ChanceToWin #GiveawayAlert #AdorableTote

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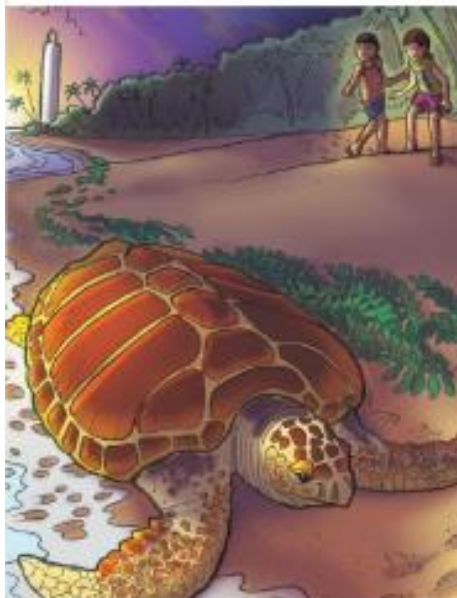
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#PacknGoGirls #ThanksgivingAdventure #CulturalEducation

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#PacknGoGirls #Exploration

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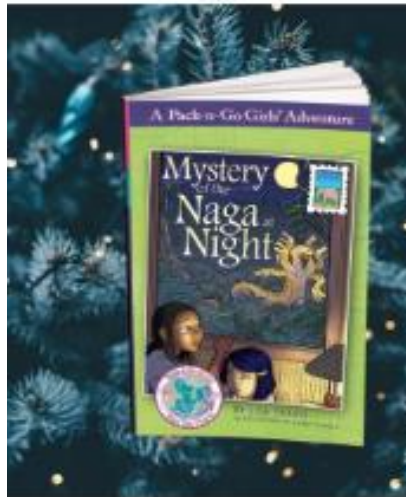
Don't let the cold get you down! Join Pack N Go! and allow your students to learn all about the different places all around the world! Follow the below link join in on the fun! <https://packngogirls.com/join/>

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packngogirlsadventures Happy Hanukkah! 🕯️ Add educational fun to your classroom during the Festival of Lights with our books and exploration kits, which teach kids about different cultures and traditions!

Get ready to experience even more educational adventure with Pack-n-Go Girls! Visit us at <https://packngogirls.com/join/> and let's light up your classroom this wintery season!

#PacknGoGirls #HanukkahAdventure  
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#HappyHolidays

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packngogirlsadventures Merry Christmas! From our hearts to yours, we hope you are having a wonderful winter holiday season! Stay warm by the fire by reading Pack-n-Go Girls books and learning all about cultural heritages and traditions! Comment below what your favorite holiday tradition is!

Don't forget to add some holiday cheer to your diary by checking out the below link to stay updated on our products and special offers. Visit us at <https://packngogirls.com/join/> and let's make this holiday season one to remember!

#PacknGoGirls #ChristmasAdventure  
#CulturalEducation #Winter #Culture  
#HolidayTraditions



Summer Reading Adventure Campaign 2024 Facebook

**Summer Reading Campaign 2024**  
**Facebook**



## May – June Summer Reading Adventure Campaign



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The sun is shining and the adventure is calling ☀️ Join our Summer Reading Adventure and take your child on a journey around the world with our books. Plus check out the below link to receive a free adventure kit! Click here to join today!: <https://packngogirls.com/summer-reading-3/>

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Ready for a summer of exploration? 🌍 Our books will transport your child to new places and teach them about different cultures. Plus receive special offers and educational resources by clicking here!: <https://packngogirls.com/summer-reading-3/>

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Happy Mother's Day! 🎁 Give the gift of adventure to the special moms in your life with our books and exploration kits, which make learning fun and engaging for kids of all ages. Click here to join today!: <https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #MothersDayGift  
#FamilyAdventure #SummerReadingAdventure



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Summer is just around the corner! Get your kids excited about learning and exploring new places with Pack-n-Go Girls' books and activities! Click the below link to join and receive travel tips and destination ideas!:

<https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure  
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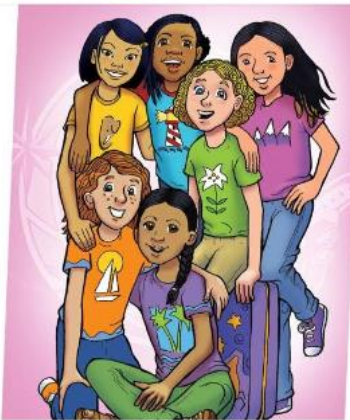


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Keep your little ones curious and engaged with Pack-n-Go Girls! Our books and activities will spark their imagination and take them on a journey around the world! 🌍 ✨ Click here to join today!: <https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #ReadingRocks  
#SummerReadingAdventure



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## July Summer Reading Adventure Campaign



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Don't miss out on the adventure of a lifetime! Our Summer Reading Adventure is the perfect way to keep your child engaged and learning this summer. Click the below link to receive exclusive offers and educational resources! What are you waiting for!

<https://packngogirls.com/summer-reading-3/>

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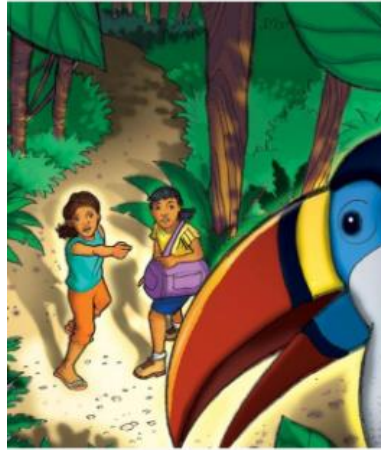


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Looking for a new adventure this summer? Patti and Izzy in the "Mystery of the Thief in Night" as they investigate strange happenings deep in the jungle! Pick up a book today for your own child to stay on the edge of their seat and turn every page till the end!

#PacknGoGirls #Mystery  
#SummerReadingAdventure



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Happy Father's Day! 🙌 Help dads bond with their kids over an educational adventure with our books and exploration kits. Plus, check the link below to be entered into our quarterly drawing for a chance to win a country exploration kit!

<https://packngogirls.com/summer-reading>

#PacknGoGirls #FathersDay #FamilyBonding  
#SummerReadingAdventure



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Get ready to leap into a new book series this summer with Pack-N-Go Girls! Check out the below link for exclusive offers, educational resources, and even the chance to win a free adventure kit!

<https://packngogirls.com/summer-reading->

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Celebrate the 4th of July with Pack-N-Go Girls books! Learn about the history and culture of our country and others. Want to even receive a free adventure kit!? Click here to find access to such deals, resources, and more!!:

<https://packngogirls.com/summer-reading-3/>

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## August Summer Reading Adventure



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☀️ Give your child the gift of knowledge with Pack-n-Go Girls! Our books and activities will take them on an adventure around the world. 📖 Click here to join today and stay up to date on our newest releases!  
<https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure



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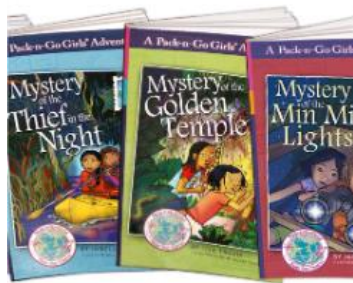
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Happy Back to School! 🎒 Make the start of a new school year exciting by adding some adventure to your home with our books and exploration kits! Plus, by clicking on the below link you can gain access to educational tips, tricks and special offers!

Click here to check it out!  
<https://packngogirls.com/summer-reading>

#PacknGoGirls #SummerReadingAdventure  
#BackToSchool #BackToSchoolSeason



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As summer winds down, keep the adventure going with Pack-N-Go Girls books! Check out the link below to get back-to-school tips and tricks as well as a ton of fun activities! Click here to join today! <https://packngogirls.com/summer-reading-3/>

#PacknGoGirls #SummerReadingAdventure  
#BacktoSchool #BacktoSchoolSeason



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Did you know that reading is a great way to travel the world without leaving your home? Join the Pack-n-Go Girls adventure and explore new cultures through our books and activities! Click on the link below to receive travel tips and educational resources. ✈️ You don't know you're missing out on!

<https://packngogirls.com/summer-reading>

#PacknGoGirls #SummerReadingAdventure



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## January:



Pack-n-Go Girls

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Are you ready to embark on an epic adventure this new year? Then join the Pack-n-Go Girls and let the magic begin! With exciting new characters to meet, thrilling mysteries to solve, and exotic foods to sample, the Pack-n-Go Girls are your passport to a world of adventure and excitement. And with our fun and engaging activities, crafts, and games, you'll never be bored.

So, what are you waiting for? Let the adventures begin! Join the Pack-n-Go Girls today and discover a world of wonder and excitement. Click here to get started!



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## February:





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Celebrate Valentine's Day with the Pack-n-Go Girls! Our bestselling children's book series is the perfect way to share the love and inspire your little ones to explore the world around them. With brave and adventurous heroines, exciting mysteries to solve, and fascinating destinations to discover, the Pack-n-Go Girls will capture your child's heart and imagination. So why not spread the love this Valentine's Day and introduce your child to the world of Pack-n-Go Girls? Happy Valentine's Day from the Pack-n-Go Girls team! ❤️🌍



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**March:**

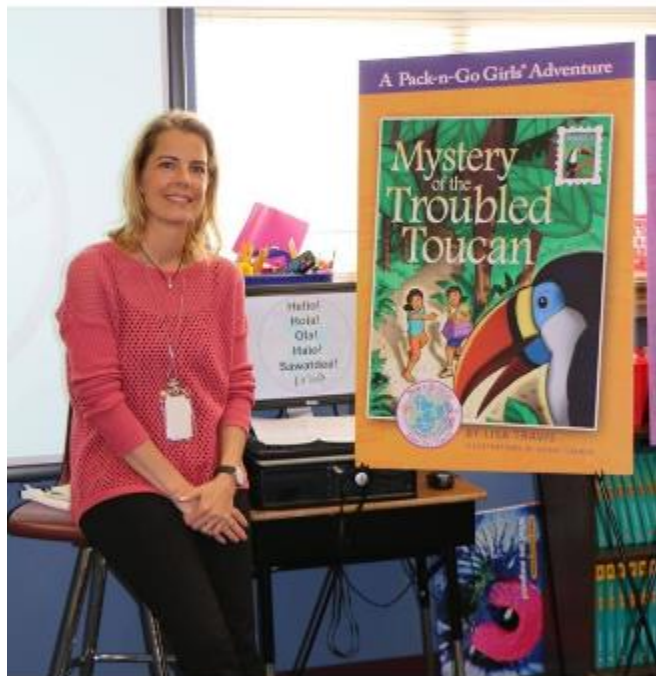


**Pack-n-Go Girls**

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We're celebrating Women's History month by empowering young girls with Pack N Go Girls stories, teaching young minds everywhere the importance of discovery, diversity, and belonging. Pick up your copies by clicking here today to brighten your child's day!



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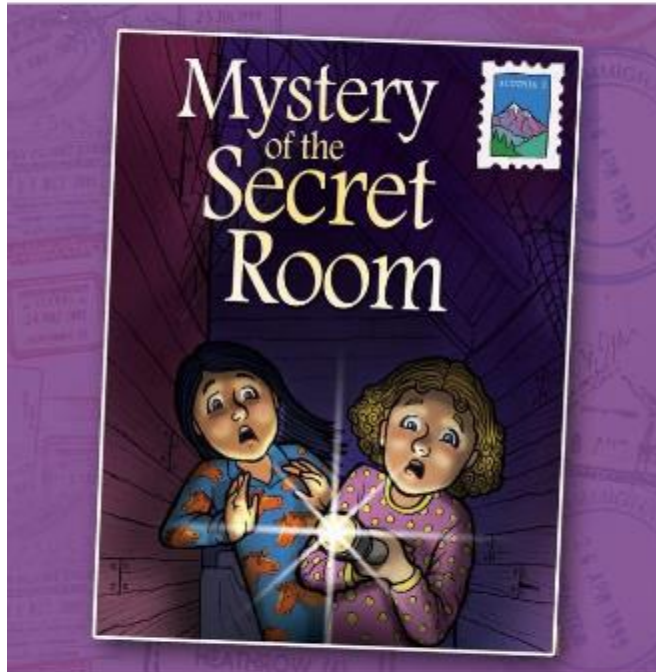
**April:**



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Did you know German is spoken not only in Germany but also in Austria? Learn more about Austria with our friends Brooke and Eva in the Mystery of the Secret Room. For even more fun facts check out our Austria Country Exploration Kit!



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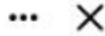
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**May:**





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This month we are celebrating Asian Pacific Heritage Month with Wendy Lee and Nong May Wattana. Wendy Lee thinks it's pretty cool that she has two names her American one and Lee Wen Chi her Chinese name. Wendy loves having a connection to her Chinese roots and still being an all-American girl. Nong May grew up right outside of Chiang Mai in the Mae Sa Valley on an orchid farm. She loves to talk to the people from different countries that come to help her mom support the village schools. You can learn all about Wendy Lee and Nong May Wattana at the Pack N Go Girls website.



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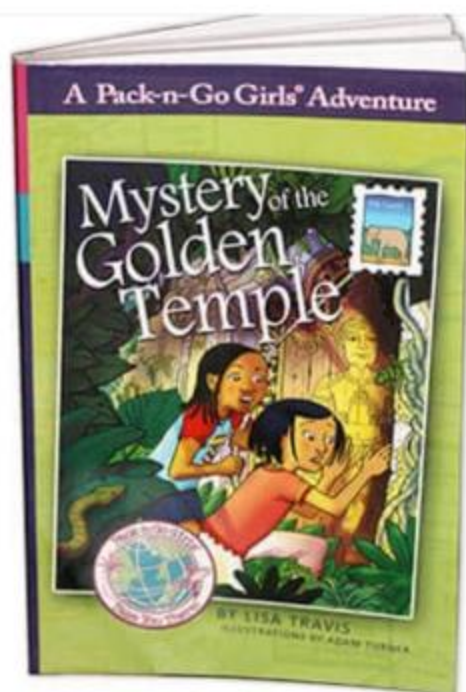


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This summer explore Thailand with Jess Johnson and Nong May Wattana in The Mystery of the Golden Temple. Get to know all about Thailand and more with Pack-n-Go Girls!



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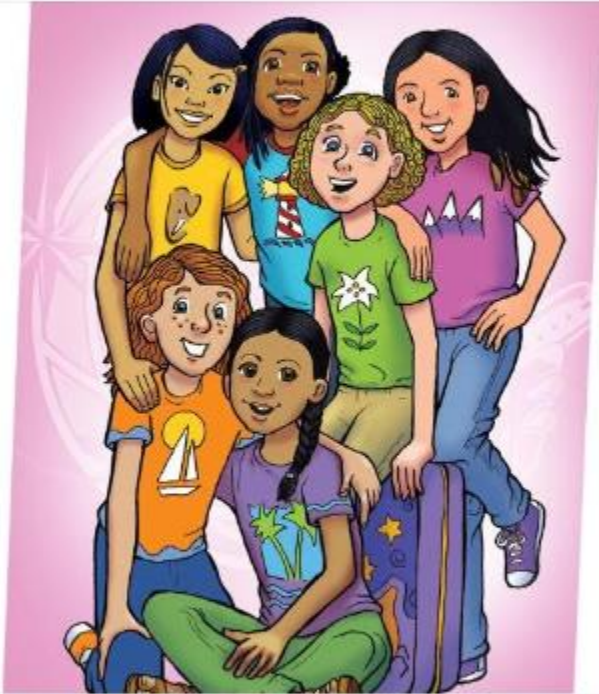


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This summer join in on the fun with Pack-n-Go Girls! Join Brooke, Eva, Izzy, Patti, Nong, Jess, Júlia, Sophia, Windy, Chloe, and Jacko as they travel the world and uncover discoveries of a lifetime!



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**August:**



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This Back to School season help your child find the joy of reading with Pack-n-Go Girls! With our bestselling children's book series, you'll journey to some of the most incredible and awe-inspiring destinations on the planet, all from the comfort of your own home. From the sun-kissed beaches of Mexico to the snowy forests of Austria, our brave and adventurous heroines will take you on a journey that will leave you breathless. Click here to start your own adventure!



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**September:**

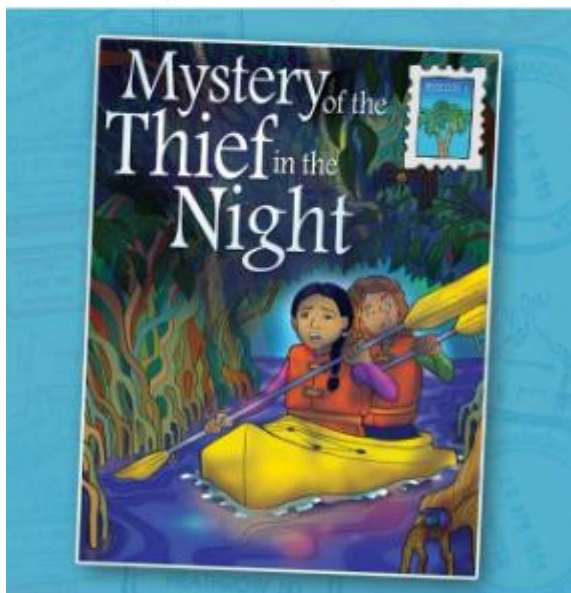


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This Hispanic Heritage month we want you to get to know some of our amazing Pack N Go Girls. We invite you to get to know Patti Cruz Delgado who loves helping her mom and dad in their restaurant and hotel. Sofia Diaz, Sofia spends a lot of time with her gymnastics team, The Xtreme Flippers. Júlia Santos lives in a city right smack in the Amazon, she uses every opportunity to learn more about the jungle on each adventure she takes. Learn all about these adventurous girls and the mysteries they solve.



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## October:



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This Spooky season, travel with Pack-n-Go Girls to unlock the thrills of global exploration and help your child discover new cultures, make new friends, and broaden their horizons. Join the adventure with Pack-N-Go Girls today, and help \*sweeten\* your child's day!



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**November:**



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Gather around the table with your family this Thanksgiving and spark your child's sense of adventure with Pack-N-Go Girls! Our travel books and guides are the perfect way to inspire curiosity and exploration while sharing quality time together. Give the gift of adventure this holiday season with Pack-N-Go Girls!



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## December:

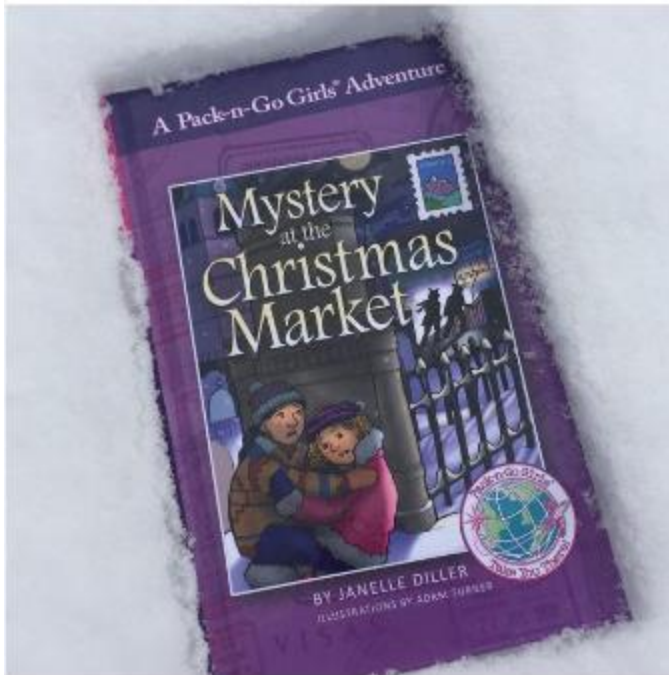


**Pack-n-Go Girls**

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Looking to stay warm this winter season? Pick up *Mystery at the Christmas Market* today for a good fireside reading. Join Elise, Annie, and Josephine as they look into mysterious happenings at a ski resort and help uncover the true meaning of friendship.



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