



KINDALL WRIGHT

Graphic Designer & Brand Strategist

Social Media Marketing
Strategy

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SOCIAL MEDIA MARKETING STRATEGY

Ignite Wildfire Youth Conference '26

Full-service Instagram ad campaign strategy,
creative direction, and execution for Word of Faith
Worship Cathedral — Atlanta, GA

Event: June 18–20, 2026 • Atlanta, GA • Campaign Run: May 7 – June 17, 2026

Brought in as a marketing consultant for the Ignite Wildfire Youth Conference 2026, I designed the full paid social strategy from the ground up, including campaign architecture, creative briefs, ad copy, audience segmentation, budget planning, and team documentation.

Campaign Strategy

Designed a multi-phase Instagram ad campaign (Phase 0 awareness + Plan A conversion) targeting ages 13–25 in the Atlanta metro.

Audience Segmentation

Built two distinct ad sets targeting teens (13–17) and young adults (18–25), each with separate targeting, messaging, budgets, and CTAs.

Team Documentation

Produced a full campaign execution guide, beginner Meta Ads Manager walkthrough, field reference guide, and videographer brief for the team.

Creative Direction

Wrote detailed shot briefs for the videographer, directed font and text overlay decisions, and reviewed all creative assets before publication.

Budget Planning

Recommended and managed a \$75/day aggressive budget across a 4-week campaign window totaling approximately \$2,485.

Ad Copy & Captions

Wrote all ad captions, hashtag strategy, UTM parameters, and CTA language across 8 individual ads across two audience segments.

THE STRATEGY

A two-phase approach designed to warm the audience before converting them

PHASE 0

Awareness Reel

May 7 – June 3, 2026 • \$20/day • \$560 total

- Run alongside Plan A into Week 2 to maximize warm audience pool
- 40-second highlight reel using real footage from last year's event
- Designed to build retargeting pool before hard conversion push
- "Learn More" CTA with no registration ask at this stage
- Targeted: Atlanta metro, ages 13–25, church and gospel interests



PLAN A

Countdown & Convert

May 21 – June 17, 2026 • \$75/day • ~\$2,100 total

- 4-week aggressive budget with a weekly ramp (\$50 → \$65 → \$80 → \$105/day)
- Two ad sets: Teens (13–17) at 60% budget / Young Adults (18–25) at 40%
- 3 phases: Awareness → Urgency → Last Call
- 8 individual ads across Reels, Feed, Stories, and Carousel formats
- Retargeting in Week 4: site visitors who had not registered
- "Sign Up" CTA linked directly to wofignite.org/register

AUDIENCE SEGMENTATION

Two separate ad sets • Different messaging, placement, and budget

AD SET A — TEENS

Age range	13–17
Budget split	60% of daily spend
Placements	Instagram Reels + Feed only
Schedule	12pm – 9pm daily (after school)
Key interests	1K Phew, Christian music, Gospel, Youth groups
Also targeting	Parents of teens (ages 30–50)
Primary hook	Fun, community, 1K Phew performing live
CTA	Sign Up → registration page

AD SET B — YOUNG ADULTS

Age range	18–25
Budget split	40% of daily spend
Placements	Instagram Feed, Reels, and Stories
Schedule	6am – 10pm daily (broad window)
Key interests	Bishop Bronner, Jonathan McReynolds, Gospel concerts
Also targeting	College zip codes: Georgia Tech, GSU, Spelman, Morehouse, KSU
Primary hook	Bishop Bronner, purpose, spiritual fire
CTA	Sign Up → registration page

Beyond strategy, I directed the creative execution: writing shot-by-shot video briefs for the videographer, specifying font treatment, advising on text placement within Instagram's safe zones, and writing all ad captions ready to copy/paste into Meta Ads Manager.

Shot Brief

Wrote a 6-timestamp shot-by-shot brief for the 40-second Phase 0 awareness Reel, specifying footage type, text overlay, audio direction, and safe zone rules for each section. Included a note separating the logo card from the event details card after the videographer flagged a production constraint.

Safe Zone Guidance

Identified that the videographer was placing "Ignite Wildfire Youth Conference" in Instagram's bottom 20% UI coverage zone. Explained the issue in a concise email and provided the fix: text up to the safe zone, conference name to its own dedicated frame at 0:30.

Font Direction

Recommended switching from generic bold to Industry (Black/Bold weights) for a more premium, cohesive look. Provided weight guidance, letter spacing specs, and advised using drop shadow over black outline for text legibility on live footage. Produced a visual comparison showing the difference.

Ad Copy — 8 Ads

Wrote distinct captions, headlines, hashtags, and UTM-tagged URLs for all 8 ads across both audience segments and all 3 phases. Each ad had a different hook, tone, and CTA matched to the phase: awareness, urgency, or last call.

CAMPAIGN RESULTS

Meta Ads Manager • June 15, 2026 snapshot • 4 ads total

43K+

Total Views
(Ads 1, 2 & 4 combined)

25K+

Website Visits
to wofignite.org

12K+

Total Engagements
(Ads 2 & 4)

200

Messaging
Conversations Started

Ad	Status	Views	Website Visits	Engagements	Spend / Budget	Note
Ad 1 — Awareness Reel (Phase 0)	Active	12K	7,305	—	\$305.79 / \$450	Phase 0. Goal: awareness & traffic.
Ad 2 — Catch the Fire / Spread the Flame Reel	Active	15,836	—	6,562	\$399.67 / \$450	Highest views & engagement of all ads.
Ad 3 — Lookalike Audience	Paused	—	9,752	—	\$1,756.32	Paused. Reason not captured in data.
Ad 4 — Catch the Fire (Completed Jun 10)	Done	15,277	8,527	5,476	\$479.78 / \$480	167 messaging conversations. \$2.87/convo.

Ad 2 engagement detail: 5,508 three-second plays • 528 likes • 383 link clicks • 81 shares • 55 saves • 357 profile visits • 93 follows

WHAT THE DATA SHOWS

Verified from Meta Ads Manager • June 15, 2026

01

Reel format drove the strongest results

Ad 2, a Reel featuring real event footage with theme-driven text overlay, achieved 15,836 views, 6,562 engagements, 81 shares, and 55 saves. The 81 shares represent organic amplification the budget did not pay for. This validated the Reel-first creative strategy.

03

Messaging activity emerged organically

Ads 1 and 4 generated 33 and 167 messaging conversations respectively, totaling 200 DMs. This was not a planned metric in the original strategy, indicating the ads prompted direct inquiries that the team could convert manually.

05

What would strengthen future campaigns

UTM tracking and the Meta Pixel were not implemented, so registrations cannot be traced back to specific ads. The influencer ambassador program was also not executed. Both are ready-built components that would close the data gap and increase measurable ROI in future campaigns.

02

Phase 0 delivered strong awareness traffic

Ad 1 (the Phase 0 awareness reel) reached 12K views and drove 7,305 visits to wofignite.org. Running it before and alongside Plan A successfully warmed the audience before the conversion push began.

04

Ad 4 fully spent its budget with strong results

The completed ad spent \$479.78 of its \$480 budget and drove 8,527 website visits, 5,476 engagements, 356 link clicks, and 167 messaging conversations at \$2.87 per conversation, a strong cost efficiency for a local event campaign.

06

Ad 3 requires further review

The paused lookalike audience ad spent \$1,756.32, the highest of any single ad, and shows 9,752 website visits but no view data. The reason for the pause is not captured in available data and warrants a separate review.

DELIVERABLES

Everything produced for this engagement

Strategy

- Multi-phase campaign plan (Phase 0 + Plan A)
- Audience segmentation framework (2 ad sets)
- Budget plan with weekly ramp schedule
- Phase 0 and Plan A timeline documentation

Team Documentation

- Plan A Execution Guide (full ad specs + captions)
- Meta Ads Manager beginner guide for the assistant
- Field Reference Guide for assistant + videographer
- Weekly checklist with role-coded tasks (ASST / VID / BOTH)

Creative Briefs

- Shot-by-shot video brief for the videographer
- Font direction + visual comparison (Industry vs. outline)
- Safe zone guidance and text overlay notes
- Creative direction for 8 individual ads (copy, hashtags, CTAs)

Influencer Program (Designed, Not Executed)

- Community ambassador program guidelines (Shopify / DMI / Sprout Social sourced)
- 2-page influencer program overview doc
- Wildfire Ambassador Program flyer (Instagram-ready)
- Instagram caption for flyer post

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Social Media Marketing Certification, KSU
Google Analytics Certification

What I bring to every engagement

Strategy first

Every creative decision is rooted in audience insight and campaign logic, not just aesthetics.

Full-service execution

From campaign architecture and creative briefs to ad copy, team docs, and budget planning.

Clear communication

I translate complex marketing concepts into plain language for clients, assistants, and vendors.

Design fluency

Seven years in graphic design means every marketing asset I touch is built with visual intention.