

SOP: Paid Advertising Setup, Budget Allocation, and Monitoring

This SOP details the process for **paid advertising setup, budget allocation, and monitoring**. It covers selecting appropriate advertising platforms, creating effective ad campaigns, defining target audiences, allocating budgets based on campaign goals, and setting bid strategies. Additionally, it includes ongoing monitoring and analysis of campaign performance metrics to optimize spending and maximize return on investment. The purpose is to ensure efficient management of paid advertising efforts to achieve marketing objectives while maintaining cost control and continuous improvement.

1. Objective

- Efficiently set up and manage paid ads to achieve marketing objectives.
- Ensure controlled budget allocation and maximize ROI.
- Facilitate ongoing improvement through regular monitoring.

2. Scope

- Platform selection (e.g., Google Ads, Meta, LinkedIn, etc.)
- Campaign creation and audience targeting
- Budget allocation and bid strategy
- Performance monitoring and reporting

3. Responsibilities

Role	Responsibility
Marketing Manager	Approve campaign goals, budgets and platforms
Paid Ads Specialist	Set up campaigns, allocate budgets, manage bids, monitor/report performance
Data Analyst	Analyze performance data and provide optimization insights

4. Procedure

1. Platform Selection

- Analyze target market and objectives.
- Choose suitable ad platforms (e.g., Google, Meta, LinkedIn).

2. Campaign Setup

- Define campaign objectives (e.g., awareness, conversions).
- Create ad creatives, copy, and landing pages.
- Set up ad campaigns in selected platforms.

3. Audience Definition

- Set relevant demographic, geographic, interest, or custom audiences.

4. Budget Allocation

- Determine total campaign budget.
- Allocate budgets based on platform, campaign, and objective priorities.
- Set daily/monthly budget caps as required.

5. Bid Strategy Configuration

- Select appropriate bid strategies (manual, automated, target CPA/ROAS).

6. Campaign Monitoring & Optimization

- Monitor KPIs daily (impressions, clicks, CTR, CPC, CPA, ROAS, etc.).
- Pause underperforming ads/campaigns.
- Adjust bids or budget allocation as needed.
- A/B test creatives and targeting regularly.

7. Reporting & Continuous Improvement

- Generate weekly/monthly performance reports.
- Review findings with relevant stakeholders.
- Implement lessons learned into future campaigns.

5. Key Performance Indicators (KPIs)

- Cost per Click (CPC)
- Click-through Rate (CTR)
- Conversion Rate
- Cost per Acquisition (CPA)
- Return on Ad Spend (ROAS)
- Impressions and Reach

6. Documentation & Records

- Maintain a log of campaign settings, budgets, and changes in a central file.
- Store periodic performance reports for reference and audits.

7. Review & Update

- Review this SOP annually or as platforms and strategies evolve.
- Incorporate new best practices and learnings into updates.