

Digital Ad Media Plan

Prepared by:

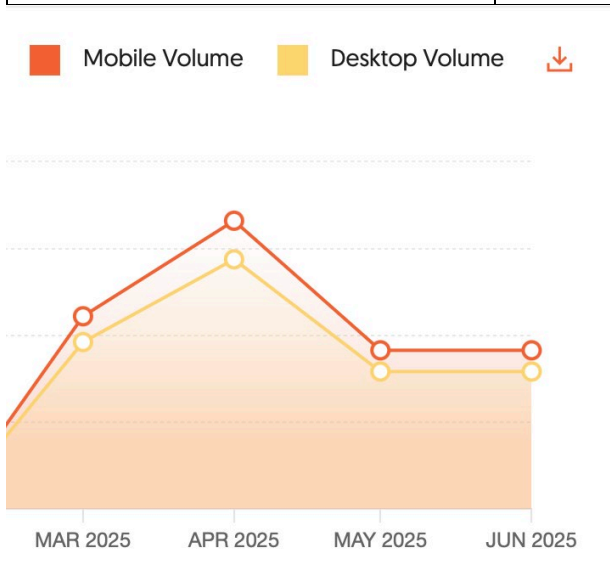
Robert Warren

Date:

07/10/2025

Broad Campaign

URL	Visitor Demographics	Reach
(Found from Kochava Media Index) Spotify: https://ads.spotify.com/en-US/trends/	25-34: 29% 18-24: 26% 55+: 19% 35-44: 16% 45-54: 11% Female: 56% Male: 44% 2/3rds B.A./B.S. + Global Audience, largest U.S. & U.K. (Perplexity, 2025) Aim national reach	10.5M monthly visitors by mobile/ 10.1 monthly visitors by desktop (<i>UberSuggest - Free Keyword Analysis and Checker Tool</i> , n.d.)



(UberSuggest - Free Keyword Analysis and Checker Tool, n.d.)

Placement Location:

Audio Ad is pre-roll, play before a song/podcast with companion display ad, Video ad also make pre-roll

Ad Format and Specs:

Three ads will be used cohesively. A .mp3 15-20 sec pre-roll Audio Ad no more than 35 words with 50MB file size cap & audio of 44.1kHz, Bit rate 192kbps. Have a companion display ad running with that audio ad, that has an aspect ratio of 1x1, 640x640 dimension and JPEG, .PNG file type. Then a .mp4 HD 720 x 1280 portrait 15 second Video Ad at 9:16 ratio: “Drive as much as 66% more sales by running audio and video ads together.”

(Welcome to Spotify Advertising, n.d.) Volume for both will need to be normalized to RMS -14 dBFS and peak normalized to -02 dBFS. *(Opt-In Video Specs | Spotify Advertising, n.d.)*

Messaging Strategy:

“Want to travel more? Free your brand with Kelston.” Target curious

entrepreneurs/CEOs in a broader reach introducing Kelston as a way to free time.

Position Kelston as luxurious branding agency willing to help clear time. Realize

CEOs/entrepreneurs can be very busy. Have clear hook, message and CTA. Keep in mind

this is a quick message so get across the points fast aimed at awareness stage as only 1%

of broad campaigns convert. This is geared towards a very large audience and the interest

stage of AIDAS.

Campaign Goal(s):

-Build broad awareness both nationally and in DFW of the Kelston brand services as go-to marketing agency for entrepreneurs/businesses

-Familiarize audiences with Kelston, positioning the brand as luxury and intelligent in marketing in a way that can free time

Special Offers and Incentives:

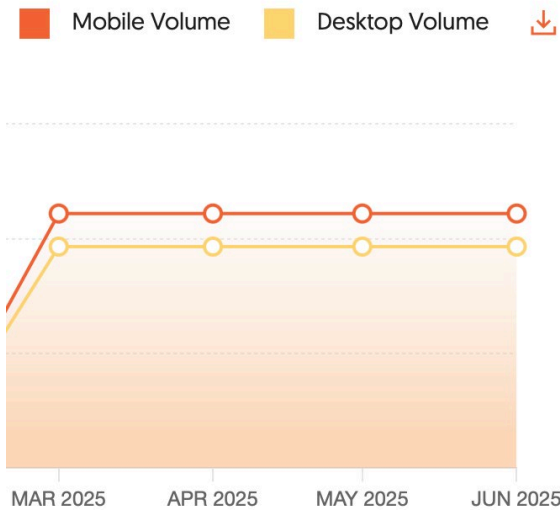
Free first-time brand audit with PROMO CODE: KELSTONFIRST

Launch Date:

August 15th, 2025: This will provide sufficient 30 day timeframe allowing for more planning.

Targeted Campaign

URL	Visitor Demographics	Reach
(Found from Kochava Media Index) LinkedIn: https://www.linkedin.com/help/lms/answer/a420236?trk=hc-hp-suggestedArticle	25-34: 47.3-59% 18-24: 20-28.7% 35-54: 17-21% 55+: 3-5% Male: 59.9-57% Female: 43.1-43% US: 230+M users India: 130-148M users 40% B.A./B.S. 35% M.A./M.S.+ 50%+ Professional Status are in upper management (Perplexity, 2025)	10.4M monthly visitors by mobile/ 9.7 monthly visitors by desktop (UberSuggest - Free Keyword Analysis and Checker Tool, n.d.)



(UberSuggest - Free Keyword Analysis and Checker Tool, n.d.)

Placement Location:

Top of LinkedIn Desktop Feed

Ad Format and Specs:

The ad format will be a Text Ad on LinkedIn.

The ad should include headline, brief text and image.

“Ad image: 100 x 100 pixels; upload a JPG or PNG file that is 2MB or smaller

Ad name (optional): Use up to 255 characters, including spaces

Ad headline: Use up to 25 characters, including spaces

Ad description: Use up to 75 characters, including spaces”

(Create Text Ads in Campaign Manager | Marketing Solutions Help, n.d.)

Messaging Strategy:

As this campaign targets the interest stage of AIDAS model with a large audience at conversion rate (2-2.5%) the aim will still be geared at interested viewers in the awareness stage. The message is “How Kelston solved branding for a mid-sized company

CEO” This will convey thought leadership and a solution-oriented brand. Keeping in mind that LinkedIn is primarily for professionals this will pull in the correct target audience.

Campaign Goal(s):

-The goal of this ad will be to get as much engagement as possible and build trust with the Kelston brand.

-Increase followers by 5%

Special Offers and Incentives:

The special offer will be a downloadable free quick start branding guide.

Launch Date:

September 15th, 2025: This will provide sufficient 30 day timeframe from the initial broad campaign to now a more targeted approach allowing for more planning.

Intention-Based Campaign

Keyword	Average CPC	Search Volume (Reach)
Kelston	\$0.18	135
Creative Agency Dallas	\$3.22	44
Marketing Firms Dallas TX	--	360
Ad Agencies in Fort Worth	\$5.26	125
SEO Fort Worth	--	320
Digital Agency	\$6.55	3.4K
Web Design Trends 2020	--	750
Modia Southlake	--	80
DFW Marketing Agencies	\$6.27	24

Marketing Agency DFW	--	70
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(SpyFu- Unlimited Competitor Keyword Research, n.d.)

Ad Format and Specs:

This is a very focused audience campaign and will gear towards the action stage of AIDAS. Conversion rate is about 8-10% Focusing on customer intent it will be using some branded keywords.

Responsive Text Ad Search Campaign for Google Ads (Alphabet).

- Business name-25 characters
- Logo: 1200x1200 pixels .PNG
- Headlines: 25 characters, recommended 4 headlines
- 1 URL (Do the service page for Kelston Marketing)
- Descriptions: 90 Characters, recommended 4 descriptions
- 1 CTA
- 1 1200x1200 pixels square image, recommended 1
- 1 1.91:1 1200x628 pixels horizontal image (1-20 images)

Messaging and Conversion Strategy:

Leverage luxury branding to entice with digital agency keywords to pull up ranking.

Highlight an experience with Kelston, industry specialization and free up time with Kelston doing marketing for you messaging.

Campaign Goal:

Use the service page for a direct click through offer. Get at least 15-20 contact form submissions with at least a 4% CTR. Keep retargeting through the awareness campaigns and push.

Special Offers and Incentives:

30% off rebranding package If booked before October 31. Spooky good offer!

Launch Date:

October 15th, 2025: This will provide sufficient 30-day timeframe from the initial targeted campaign to now a even more targeted approach with paid.

Email Newsletter Sponsorship

Email Newsletter Name	Subscriber Demographics	Subscribers/Reach
Exit Five Newsletter: https://www.exitfive.com/newsletter	Primarily B2B Marketing Execs & CEOs of mid-sized companies Seniority 60% director + Companies: 50-500+ employees Location: U.S. Engagement: 45-57% (Perplexity, 2025)	25,000+ (Perplexity, 2025) 40,000 (Claimed on the site) /7,297 monthly reach (UberSuggest - Free Keyword Analysis and Checker Tool, n.d.)



(UberSuggest - Free Keyword Analysis and Checker Tool, n.d.)

Placement Location:

Ad will be top of fold so subscribers can see the ad before they have to scroll down. It will be in the header. If the header is too expensive can do the left sidebar (as this is ideal as we read from left to right), but try to stick to header.

Ad Size:

700px (W) x200px (H) JPG

Ad Format and Specs:

The Display Ad will be a banner ad JPG with up to 50 words, clear CTA and one hyperlink. Make sure to include Kelston Logo as part of the marketing strategy. Logo should be transparent .png file. (Perplexity, 2025)

Messaging Strategy:

Exit Five is directed towards mid-sized companies so the message should reflect that. Something like “See how Kelston is an instant ROI with better branding within 90 days- see the case study company” This ad will offer a free resource and will link straight to the services page.

Campaign Goal(s):

The goal of this campaign is geared towards the action stage of AIDAS and is for people to click the ad. The goal would be to have at least a 20% CTR with at least 5 people filling out the contact form on the service page. Newsletters may have 10-18% conversion.

Special Offers and Incentives:

This ad will have an example of a case study company that improved its branding with Kelston after 90 days. The free resource will also be included in the same article being

“Here is how to start implementing a 90 day brand improvement with the first 30 days free,” then it will show examples and explain how to start improving brand for 30 days without completely giving everything away. This ideally will leave the reader wanting more creating a want to get in touch with Kelston. If it does not do that, it will keep Kelston on the readers mind.

Launch Date:

November 15th, 2025: This will provide sufficient 30-day timeframe from the paid campaign to now the newsletter campaign.

CITATIONS:

-*UberSuggest - free keyword analysis and checker tool.* (n.d.).

Ubersuggest. <https://app.neilpatel.com/en/ubersuggest/overview?ai-keyword=Spotify&keyword=Spotify&lang=en&locId=2840&mode=keyword>

-*Spotify Trends | Spotify Ads.* (n.d.). <https://ads.spotify.com/en-US/trends/>

-*Welcome to Spotify Advertising.* (n.d.). https://ads.spotify.com/en-US/welcome-to-spotify-advertising-2/?utm_source=google&utm_medium=cp&utm_campaign=22691534308&utm_content=735139511262&utm_term=ads%20spotify&gad_source=1&gad_campaignid=22691534308&gbraid=0AAAAAoYBj8j2TsOM1RzANNL6do4Zn_mB8&gclid=CjwKCAjw4K3DBhBqEiwAYtG_9DtKuS8WZSQf7LiSX6pfGsJDAkASkENCxvv4l6abJEI8ThKpxAiE7RoCIsQQA_vD_BwE

-*Opt-In Video Specs | Spotify Advertising.* (n.d.-b). <https://ads.spotify.com/en-US/ad-specs/opt-in-video-ad-specs/>

- *All ad format's Specs & Requirements | Spotify Ads.* (n.d.). <https://ads.spotify.com/en-US/ad-specs/>

- *Create text ads in Campaign Manager | Marketing Solutions Help.*

(n.d.). <https://www.linkedin.com/help/lms/answer/a420236?trk=hc-hp-suggestedArticles>

- *Perplexity.* (n.d.). Perplexity AI. <https://www.perplexity.ai/>

- *SpyFu Login - Unlimited Competitor keyword research.* (n.d.). SpyFu.
<https://www.spyfu.com/auth/login?returnUrl=%2Fhq>