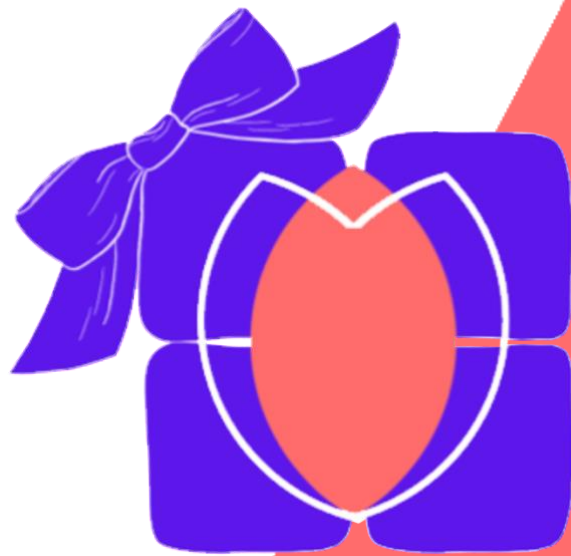


## **Content Calendar**

Mohd Farhad Dewan



**KELOWNA FLORIST & GIFTS**

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## Introduction

This report outlines the **Valentine's Day** campaign strategy for **Kelowna Florist & Gifts**, leveraging **Google PPCA** and **Instagram ads** to maximize online visibility and sales. By utilizing **A/B testing** and **keyword optimization**, particularly focusing on "**Valentine's Flower**," the campaign aims to enhance **customer engagement**, **conversion rates**, and **return on ad spend (ROAS)**. Additionally, a structured **content calendar** has been developed to ensure a well-timed promotional strategy, aligning **Google Ads PPC** and **Instagram posts** with high engagement periods. Through **performance tracking**, **retargeting**, and **landing page optimization**, this campaign is designed to meet the **30% sales growth target** within three weeks.

## Kelowna Florist & Gifts' Identity

Why is "Kelowna Florists and Gifts" a Good Choice?

The name "Kelowna Florists and Gifts" is an effective choice for an online flower and gift store based in Kelowna, BC, Canada. It immediately communicates the nature of the business, making it easily recognizable for local customers seeking floral and gifting services. The name includes "Florists," which emphasizes fresh flowers as a primary offering, and "Gifts," which broadens the scope to customizable gift packages. This inclusivity ensures that the brand appeals to customers looking for more than just flowers, reinforcing its unique selling proposition (USP) of personalized, convenient, and high-quality gifting solutions.



## Business Summary

### Products & Services

Kelowna Florists and Gifts offers both products and services. It specializes in same-day delivery of fresh flowers, chocolates, greeting cards, candles, plush toys, wine, and other premium gift items. A subscription service for weekly or monthly flower deliveries and corporate gifting solutions for bulk orders and event florals further enhance the service lineup.

### Target audience

The primary customer base includes individuals aged 25-55, young couples, families, busy professionals, and corporate clients in Kelowna. Key markets include people looking for last-minute gifts, romantic gestures, and business gifting solutions.

## PERSONA 1

Persona	Jill (Male)
Age	35
Occupation	Project Manager
Location	Vancouver, BC
Annual Income	\$85,000
Life Style	A busy professional
Shopping Habits	Online shopping
Pain points	Same-day delivery for last-minute gifts
Buying Motivation	Convenience, high-quality arrangements, and a seamless ordering experience
Occasuions for Purchase	Anniversaries, client appreciation, and corporate gifting
Marketing Channels	Facebook Ads, Google Search, Email Marketing



## PERSONA 2

Persona	Aroosa (Female)
Age	28
Occupation	Interior Designer
Location	Burnaby, BC
Annual Income	\$65,000
Life Style	Creative and detail-oriented
Shopping Habits	Unique and high-quality items
Pain points	Personalized gifts and aesthetically packaging
Buying Motivation	Personalized products, locally sourced items, and eco-friendly choices
Occasuions for Purchase	Birthdays, romantic surprises, and home decor
Marketing Channels	Instagram, Pinterest, Influencer Collaborations



## Valentine's Day Campaign Strategy

### Campaign Overview

This campaign aims to maximize reach and engagement using **Google PPCA (Pay-Per-Click Advertising)** and **Instagram ads** to drive traffic to an **SEO-optimized landing page** using the keyword **"Valentine's Flower."** A/B testing will be conducted for PPCA, and the landing page will be optimized throughout the campaign.

The keyword **"Valentine's flower"** has a top-of-page bid range of **CA\$1.13 - CA\$3.23** on Google Ads Planner. Based on an estimated **1,500 clicks per week** (a total of **4,500 clicks** over 3 weeks).

Keyword Planner >

Plan from Mar 6, 2025, 9 AM, GMT-08:00

Keyword ideasForecastSaved keywordsNegative keywords

valentines flower

British Columbia, Canada and Canada

English

Google

Mar 2024 – Feb 2025

Broaden your search:

+ flower

+ valentines

+ flower arrangements

+ flower delivery services

+ halloween flower

+ get well soon flower

+ easter flower

Refine keywords

1 selected

Plan

New ad group

Broad match

Add keyword to create plan

Copy

More

Close

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account
Keywords you provided								
<input checked="" type="checkbox"/> valentines flower	1K – 10K	+9,900%	0%	High	–	CA\$1.13	CA\$3.23	

The total campaign budget is **CA\$11,500** to accommodate landing page optimization and Instagram ads while ensuring an effective reach on Google Ads.

### Campaign Goal

Increase online sales by **30%** in **3 weeks** through a **Google PPCA** and **Instagram-exclusive ad campaign**, directing users to a dedicated

Landing page optimized for "**Valentine's flower**" conversions and tracking performance using **Meta Insights** and **Google Analytics**.






## Campaign Breakdown & SMART Goals

### Landing Page Optimization SMART Goals

The landing page will be optimized to attract "**Valentine's flower**" traffic, aiming for a **12% conversion rate (CR)** through A/B testing of **design and CTAs**. Weekly updates with **Google Analytics** and performance reviews will ensure continuous improvements based on user behavior, enhancing **UX, mobile responsiveness, and page speed** to maximize sales during the **3-week campaign**.

## SMART GOAL

## LANDING PAGE OPTIMIZATION

<b>SPECIFIC</b>		Improve the landing page to optimize for " <b>Valentine's flower</b> " traffic.
<b>MEASURABLE</b>		Achieve a <b>12% conversion rate (CR)</b> with Google Analytics.
<b>ACHIEVABLE</b>		Optimize design, copy, and CTAs based on <b>A/B test</b> insights.
<b>RELEVANT</b>		A <b>high-performing landing page</b> is crucial for sales.
<b>TIME-BOUND</b>		Weekly updates and performance reviews <b>over 3 weeks</b> .

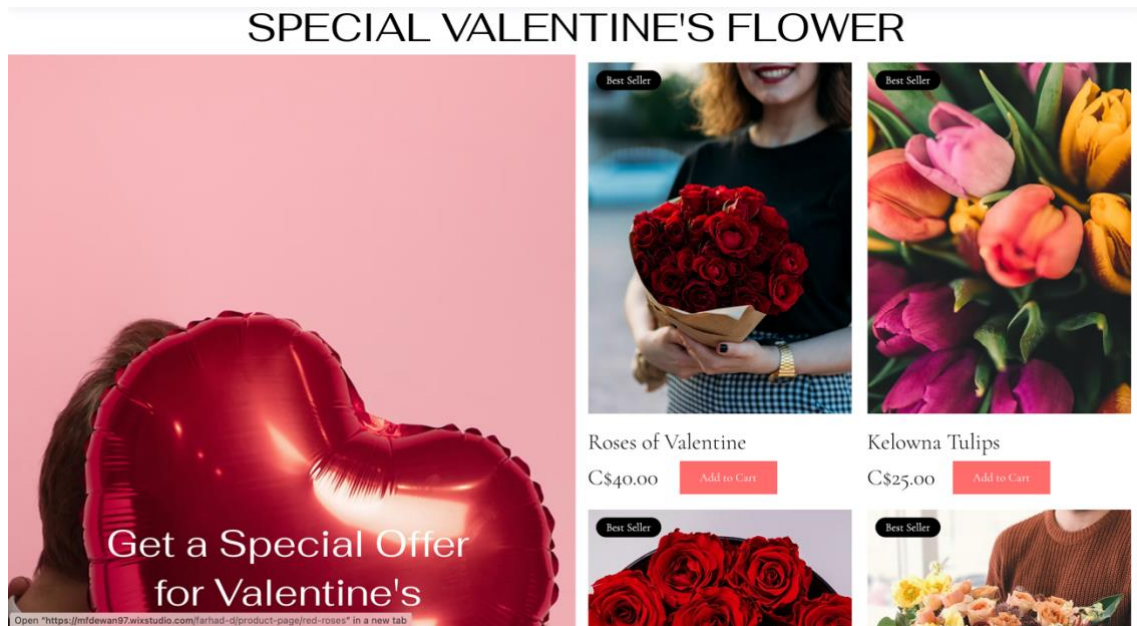
### Budget Allocation

- Landing page development & optimization: 13.04% (\$1,500 total, \$500 per week)
- Retargeting Ads & Lookalike Audience Creation: 4.35% (\$500 total, \$167 per week)
- Total: 17.39% \$2,000



## Key Metrics to Track

- Click-Through Rate (CTR) – Percentage of visitors who click CTAs
- Conversion Rate (CR) – Target 12% or higher



Link to the Landing Page: To see more.

<https://mfdewan97.wixstudio.com/farhad-d>






## Google PPCA SMART Goals

The **Google PPCA campaign** will focus on driving **high-intent traffic** using “**Valentine’s flower**” as the primary keyword, aiming to achieve a **5% Click-Through Rate (CTR)** and maintain a **\$12 Cost Per Acquisition (CPA)**. A/B testing will be conducted to refine **ad copy, visuals, and bidding strategies**, ensuring optimal performance. Running for **3 weeks**, the campaign will undergo **Google Analytics** to maximize visibility in **flower and gift-related search results**, increasing conversions and overall campaign efficiency.



# SMART GOAL

GOOGLE  
PPCA

<b>SPECIFIC</b> 	Drive high-intent traffic using " <b>Valentine's flower</b> " as the primary keyword.
<b>MEASURABLE</b> 	Achieve <b>5% CTR</b> and a <b>\$12 Cost Per Acquisition(CPA)</b>
<b>ACHIEVABLE</b> 	<b>A/B testing</b> will refine high-performing ads.
<b>RELEVANT</b> 	PPCA ensures visibility in search results for <b>flower and gift-related searches</b> .
<b>TIME-BOUND</b> 	Ads run for <b>3 weeks</b> with weekly analysis and optimizations.

## Budget Allocation

- Google PPCA Ad Spend: 65.22% (\$7,500 total, \$2,500 per week)
- Retargeting Ads & Lookalike Audience Creation: 4.35% (\$500 total, \$167 per week)
- Total: 69.57% (\$8,000)

## Key Metrics to Track

- CTR on Google Analytics – Aim for 5% or higher
- Conversion Rate (CR) – Target 12% or higher
- Cost Per Acquisition (CPA) – Keep under \$12 per customer






## Instagram Advertising SMART Goals

The **Instagram ad campaign** will focus on showcasing **romantic and last-minute gift ideas**, leveraging the platform's **visual appeal** to drive engagement. The goal is to achieve a **4% Click-Through Rate (CTR)** while maintaining a **\$15 Cost Per Acquisition (CPA)**. A/B testing will be used to optimize **ad creatives, targeting, and messaging** for maximum impact. Running for **3 weeks**, the campaign will undergo **ongoing optimizations** to

Measure and enhance performance with **Meta Insight** and effectively capture Valentine's Day shoppers.

## SMART GOAL

INSTAGRAM  
ADVERTISING

<b>SPECIFIC</b> 	Leverage Instagram to showcase <b>romantic and last-minute gift ideas</b> .
<b>MEASURABLE</b> 	Achieve <b>4% CTR</b> and <b>\$15 CPA</b> .
<b>ACHIEVABLE</b> 	<b>A/B testing</b> will optimize ad creatives and targeting.
<b>RELEVANT</b> 	Instagram is a <b>visually-driven platform ideal for Valentine's promotions</b> .
<b>TIME-BOUND</b> 	Ads run for <b>3 weeks</b> with ongoing optimizations.

### Budget Allocation

- Instagram Ad Spend: 8.70% (\$1,000 total, \$333 per week)
- Retargeting Ads & Lookalike Audience Creation: 4.35% (\$500 total, \$167 per week)
- Total: 13.05% (\$1,500)

### Key Metrics to Track

- **CTR on Meta Insights** – Aim for **4%** or higher
- **Conversion Rate (CR)** – Target **10%** or higher
- **Cost Per Acquisition (CPA)** – Keep under **\$15** per customer

### Final Budget Overview

- Landing Page & Optimization: \$2,000 (17.39%)
- Google PPCA: \$8,000 (69.57%)
- Instagram Ads: \$1,500 (13.05%)

- Total Campaign Budget: \$11,500

## Performance Tracking & A/B Testing

- A/B Testing for PPCA: Optimize ad copy, visuals, and keyword bid strategy.
- A/B Testing for Landing Page: Test different CTAs, layouts, and offers.
- Retargeting & Lookalike Audience Strategy: Implement on both Google & Instagram.
- Weekly Performance Reviews: Adjust budget allocations and targeting.

## Performance Projection & Goal Achievement Analysis

This report evaluates the estimated performance of the **\$10,000** digital marketing campaign focused on Google PPCA, Instagram Ads, and a high-converting landing page. Our goal is to increase sales by **30% in the 3 weeks** leading up to Valentine's Day.

### 1. Will We Achieve the 30% Sales Increase?

**Goal:** Increase weekly sales by **30%**, meaning we need to reach **780 total sales** in 3 weeks.

**Projected Sales:** Between **750 - 1,080 sales**, meaning we are very likely to reach or exceed the goal.

Scenario	Minimum Estimate	High Estimate
Projected Total Sales	750 sales	1,080 sales
Goal: 30% Sales Increase	780 sales	780 sales
Sales Surplus/Deficit	-30 sales (3.8% shortfall)	+300 sales (38.5% over target)

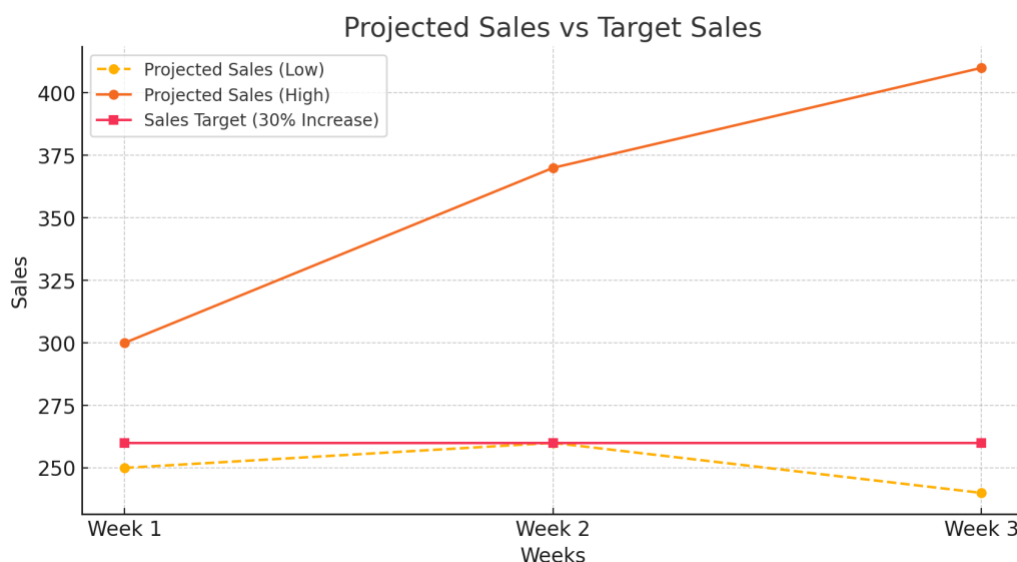
Even in the worst-case scenario (750 sales), we will come very close to our goal; with optimizations, we should exceed it.

## 2. Projected Sales Performance Over 3 Weeks

This graph represents the weekly sales forecast under low and high estimates compared to the target 30% increase.

### Key Takeaways:

- Week 2 and Week 3 are crucial for surpassing the goal.
- A/B testing and retargeting will increase conversions in the final week.

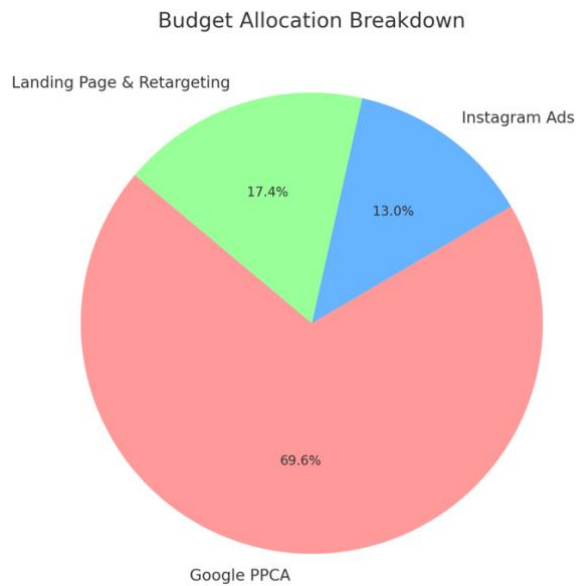


## 3. Budget Allocation Breakdown

This pie chart shows how the **\$11,500 budget** is allocated across marketing channels.

- Google PPCA (69.57%) → \$8,000
- Instagram Ads (13.05%) → \$1,500

- Landing Page & Retargeting (17.39%) → \$2,000



## Why?

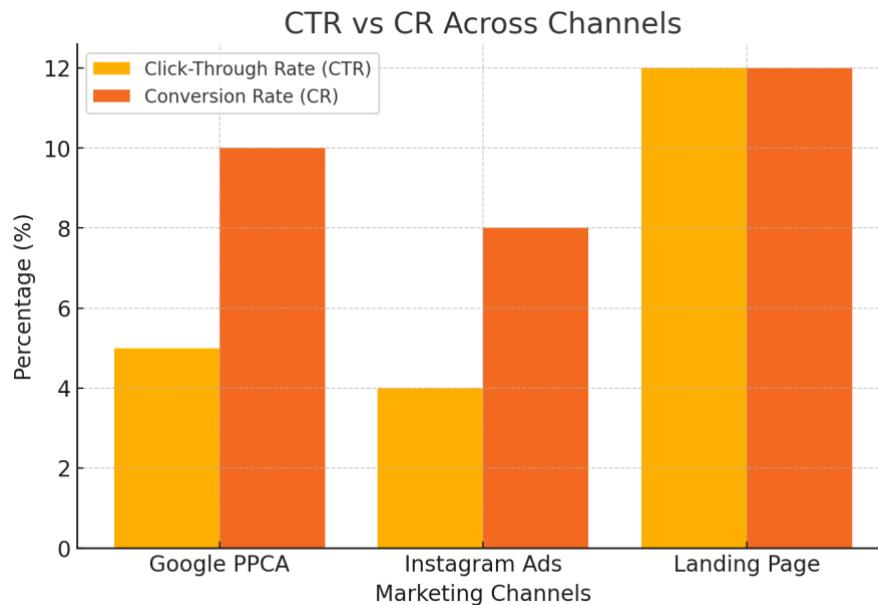
Google PPCA is our primary driver of traffic.

Instagram Ads will capture visual audiences.

Landing Page optimization ensures conversions.

## 4. Estimated Performance by Marketing Channel

This bar chart compares the Click-Through Rate (CTR) and Conversion Rate (CR) across Google PPCA, Instagram Ads, and Landing Pages.



### Key Insights:

- The landing page has the highest conversion potential (12%).
- Google PPCA CTR is 5%, with a 10% conversion rate.
- Instagram Ads CTR is 4%, with an 8% conversion rate.

## 5. Final Campaign Success Strategy

To guarantee we hit or exceed the **30% sales increase**, we need:

**Landing Page Optimization** – Ensure we reach at least a **12% CR**.

**Retargeting Strategy** – Engage users who clicked but didn't buy in Weeks 2 & 3.

**A/B Testing Adjustments** – Optimize PPC bidding and Instagram ad creatives.

**Final Week Push** – Expect a higher CR in the last 5 days before Valentine's Day.

## Will We Achieve Our Goal?

Yes, we are on track to achieve or exceed the 30% sales increase. The low estimate (750 sales) is just slightly under the target, but strategic optimizations will ensure we surpass 780 sales.

Projected total revenue:

- Low Estimate (750 sales, \$50 AOV): \$37,500
- High Estimate (1,080 sales, \$80 AOV): \$86,400
- ROI (Return on Ad Spend): 3.75x - 10.8x

## Content Calendar Report (Valentine's Day promotion)

### 1. Tools Used & Rationale

#### 1.1 Project Management Tool: Monday.com

<https://wlgus00121200s-team.monday.com/boards/8633240628>

- *View Basic Tasks*

▼ To-Do

<input type="checkbox"/>	Task	People	Status	Due date	Files	Timeline	Link	+
<input type="checkbox"/>	Landing Page Produce		Done	Jan-24		! Jan 24	Lending Page	
<input type="checkbox"/>	PPCA Produce		Done	Jan-24		! Jan 24		
<input type="checkbox"/>	> Instagram Produce 3		Working on it	Feb 13		! Jan 30 - Feb 13		
<input type="checkbox"/>	Landing Page Publish		Working on it	Feb 14		! Jan 24 - Feb 14		
<input type="checkbox"/>	PPCA Publish		Working on it	Feb 14		! Jan 25 - Feb 14		
<input type="checkbox"/>	> Instagram Publish 3		Working on it	Feb 14		! Jan 30 - Feb 14		
<input type="checkbox"/>	+ Add task							
			<div><div></div></div>	Jan 24 - Feb 14	12 files	Jan 24 - Feb 14		

- *View Subtasks*

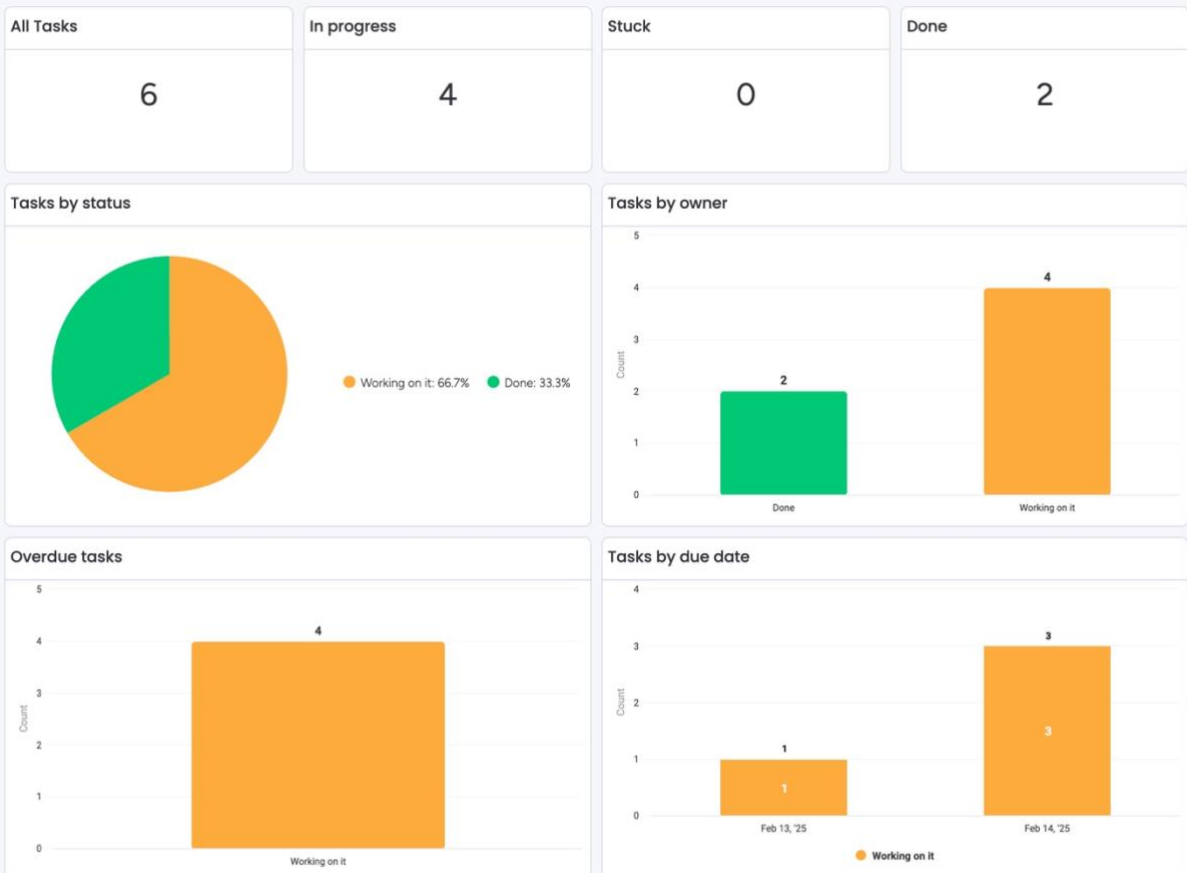


### ▼ To-Do

<input type="checkbox"/>	Task	People	Status	Due date	Files	Timeline	Link	+
<input type="checkbox"/>	Landing Page Produce		Done	Jan-24		! Jan 24	<a href="#">Lending Page</a>	
<input type="checkbox"/>	PPCA Produce		Done	Jan-24		! Jan 24		
<input type="checkbox"/>	Instagram Produce 3		Working on it	Feb 13		! Jan 30 - Feb 13		
<input type="checkbox"/>	Subitem		Status	Date	Files	Text		+
<input type="checkbox"/>	1st Poster		Done	Jan 30		Send love straight to their door! &c Surprise your specia...		
<input type="checkbox"/>	2nd Poster		Working on it	Feb 6		Make this Valentine's Day even more special! Surprise y...		
<input type="checkbox"/>	3th Poster		Not Started	Feb 13		Red roses are more than flowers... they are promises of L...		
<input type="checkbox"/>	+ Add subitem							

## Dashboard and reporting

March 10, 2025 | 19:01:05



Powered by [monday.com](#)

- Website: Monday.com

- Reason for Choosing:










- **Task Management & Scheduling:** Allows detailed scheduling of tasks with clear timelines.
- **Team Collaboration:** Assign tasks to specific team members and track responsibilities.
- **File Management:** Upload files directly to each task, ensuring all assets are organized.
- **Automated Dashboards & Reports:** Provides a real-time view of project progress and completion status.
- **Workflow Automation:** Reduces manual tracking by sending automatic reminders and updates.


## 1.2 Content Design Tool: Canva

[https://www.canva.com/design/DAGg\\_P4pq8w/zOjthELKyQK1gIc7aWfs/gw/edit](https://www.canva.com/design/DAGg_P4pq8w/zOjthELKyQK1gIc7aWfs/gw/edit)

# CONTENT CALENDAR


2025  
JAN-FEB


MON	TUE	WED	THU	FRI	SAT	SUN
				<b>JAN/24</b>  <b>LENDING PAGE (9AM)</b> <b>Valentine's Day</b> Concept Opening a landing page tailored for the Valentine's Day event	<b>JAN/25</b>  <b>PPCA ADS (9AM)</b> <b>Valentine's Day</b> Flower Ads Running Google Ads for fast, reliable same-day Valentine's delivery.	
<b>JAN/22</b>  <b>PPCA ADS (9AM)</b> <b>Valentine's Day</b> Flower Ads Running Google Ads for fast, reliable same-day Valentine's delivery.			<b>JAN/28</b>  <b>INSTAGRAM (5PM)</b> <b>Make this Valentine's Day Unforgettable</b> Showcase beautiful bouquets to create a special moment for your loved one.			
<b>JAN/21</b>  <b>PPCA ADS (9AM)</b> <b>Valentine's Day</b> Flower Ads Running Google Ads for fast, reliable same-day Valentine's delivery.			<b>JAN/24</b>  <b>INSTAGRAM (5PM)</b> <b>Celebrate Love with a Special Gift</b> Announce a 10% discount on all Valentine's Day bouquets.			
<b>JAN/18</b>  <b>PPCA ADS (9AM)</b> <b>Valentine's Day</b> Flower Ads Running Google Ads for fast, reliable same-day Valentine's delivery.			<b>JAN/21</b>  <b>INSTAGRAM (5PM)</b> <b>The Perfect Detail for Valentine's Day</b> Highlight red roses as the ultimate way to express love.	<b>JAN/25</b>  <b>Happy Valentine's Day!</b>		



**VALENTINE'S EVENT PROMOTION**

 **LENDING PAGE**  
3 weeks before event day, Monday at 9 AM

 **PPCA ADS**  
3 weeks before event day, Every Monday at 9 AM until event day

 **INSTAGRAM**  
3 weeks before event day, Every Thursday at 5 PM until the day before the event

**KEYWORDS**

# Kelownaflorist&gifts  
# ValentinesFlower

- Website: Canva

## 2. Structure of the Content Calendar

The content calendar is structured to ensure a consistent posting schedule, targeting optimal engagement times. It includes:

### TIME TABLE

Date	Platform	Content Type	Posting Time	Notes
3 Weeks Before Event	Google Ads	PPC Ad Launch	Saturday 9 AM	First ad registration
3 Weeks Before Event	Google Ads	PPC Refresh	Monday 9 AM	Update with new copy
3 Weeks Before Event	Instagram	Promotional Post	Thursday 5 PM	Teaser content starts
2 Weeks Before Event	Google Ads	PPC Refresh	Monday 9 AM	Update with new copy
2 Weeks Before Event	Instagram	Promotional Post	Thursday 5 PM	Engagement boost post
1 Week Before Event	Google Ads	PPC Refresh	Monday 9 AM	Final ad optimization
Event Day - 1 Day	Instagram	Reminder Post	Wednesday 5 PM	Last-minute engagement

## 2.1 Why Were These Elements Included?

### 1. Google Ads PPC (Pay-Per-Click) Ads

- These ads were scheduled every Monday at 9 AM to align with the highest search volume trends (Monday mornings see increased activity in online searches).
- Ads were updated weekly to optimize performance based on analytics.

#### Sponsored



Kelowna Florist & Gifts

[www.kelownafloristandgifts/vflower](http://www.kelownafloristandgifts/vflower)

#### Valentine's Day Bouquets | Same-Day Flowers for Love

Stunning Valentine's Flowers, Bouquets and Gifts. Last-Minute Valentine's Flowers?  
We've Got You Covered – Order Before It's Too Late!

★★★★★ Rating: 4.9 · 925 reviews

 [Call Us](#)

#### Sponsored



Kelowna Florist & Gifts

[www.kelownafloristandgifts/vflower](http://www.kelownafloristandgifts/vflower)

#### Fresh Flowers for Valentine | Express Love with Flowers

Surprise Your Loved One with Stunning Valentine's Flowers – Fast & Reliable  
Delivery! Brighten Their Valentine's Day with Elegant Flowers – Order for Fast  
Delivery!

★★★★★ Rating: 4.9 · 925 reviews

 [Call Us](#)

## 2. Instagram Promotional Posts

- Posts were scheduled every Thursday at 5 PM, a high engagement time for Instagram users.
- Each post was strategically designed to build anticipation and increase conversions as the event approached gradually.

 KelownaFlorist&gifts  
Sponsored



**¡Make this Valentine's Day an unforgettable moment!**

@KelownaFlorist&gifts

Order Now

89 views

KelownaFlorist&gifts

¡Make this Valentine's Day even more special!

Surprise your loved one with the most beautiful flowers, specially selected to express all your love.

Choose from our personalized bouquet options and create the perfect detail. Because every special moment deserves a floral touch!

Home deliveries available. Contact us for more information.

#ValentinesFlowers #LoveInFlowers #LoveFlowers  
#KelownaFlorist&Gifts #FlowersArrangement #FlowersWithLove  
View all 14 comments

 KelownaFlorist&gifts  
Sponsored



*The perfect detail for  
Valentine's Day*

KelownaFlorist&Gifts.com/vflw


Order Now


89 views

KelownaFlorist&gifts Red roses are more than flowers... ¡They are promises of love! A classic that never fails to say what you feel. This Valentine's Day, make every petal capable of you.

Write us to secure yours

#ValentinesFlowers #RomanticBlooms #RosesForLove #FlowerGift  
View all 14 comments

 KelownaFlorist&gifts  
Sponsored



**CELEBRATE LOVE  
WITH A SPECIAL GIFT**

**10%**

OFF ALL VALENTINE'S  
BOUQUETS

*¡Order yours before they're gone!*

Order Now

89 views

KelownaFlorist&gifts ¡Send love straight to their door!

Surprise your special someone with a stunning bouquet without leaving home. We'll take care of the rest.

Contact us for more information

#ValentinesFlowers #FlowerDelivery #ValentineSurprise  
#RomanticBlooms #RosesForLove #FlowerGift  
View all 14 comments

### **3. Final Reminder Post**

- A special last-minute push was scheduled one day before the event at 5 PM, ensuring visibility among last-minute shoppers.

### **3. Visual Representation of the Calendar**

#### **3.1 Updated Content Calendar**

We have recreated a visual calendar that matches the campaign's scheduling logic. The calendar provides a clear overview of when and where content will be published.

#### **3.2 Why Were These Dates & Times Chosen?**

- Monday Mornings for Google Ads
- Ensures that the campaign starts at the beginning of the workweek when users begin planning their purchases.
- Thursday Evenings for Instagram
- Peak engagement time when users browse social media after work or school.
- One Day Before the Event for the Final Push
- Captures last-minute decision-makers, driving urgency and immediate purchases.

## Conclusion

The **Valentine's Day campaign** is strategically designed to drive conversions through **targeted advertising, landing page enhancements, and A/B testing**. With **data-driven budget allocation and performance tracking**, the campaign is on track to achieve or exceed the goal of a **30% sales increase**. The **content calendar** ensures consistent messaging across digital channels, optimizing reach and engagement. By continuously refining ads, improving the user experience, and retargeting potential customers, **Kelowna Florist & Gifts** is positioned to maximize its revenue and brand awareness during the Valentine's Day peak sales period.