

Paid Ads Plan

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a paid-ads plan — Meta (Instagram/Facebook lead ads and portfolio-led awareness) and Google (photographer-in-city intent), with targeting, portfolio creative, offers, and cost-per-enquiry targets — so ad spend brings qualified bookings, not just likes. Use it to run paid ads. For organic use the Social Media & Portfolio Marketing tool.

Purpose of this tool & output

Run ads that bring qualified enquiries

How the output is used

Use it to run ads that bring qualified enquiries — a paid ads plan across audience, creative and budget for photography leads.

Important cautions

High wedding-booking value lets you afford a reasonable cost per enquiry; run portfolio/reel-led Meta ads to your target audience and Google search for high-intent queries, capture leads and follow up fast. Chase qualified enquiries, not likes.

Companion documents

- Social Media & Portfolio Marketing
- Instagram Growth Strategy
- Website & SEO
- Wedding Listing Sites Strategy
- Reels & Video Content Strategy
- Reviews & Reputation Management

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.