SPEC META ADS CAMPAIGN

LINGUAFLOW

PRIVATE ENGLISH LESSONS

This is a speculative portfolio project. It shows how I would plan, test and analyse a Meta Ads campaign. No results are claimed.

CAMPAIGN OBJECTIVE

LEADS

PRIMARY CONVERSION

TRIAL LESSON BOOKING

AUDIENCE

Age	23–40
Location	Bulgaria
Who	Professionals / university graduates
Interests	ENGLISH LANGUAGE · PROFESSIONAL DEVELOPMENT · CAREER DEVELOPMENT · INTERNATIONAL TRAVEL

RETARGETING

LANDING-PAGE VISITORS WHO DID NOT BOOK

AD 1 · PAIN-POINT ANGLE

COLD AUDIENCE

LinguaFlow
Sponsored

You understand English, but speaking still makes you hesitate?

Build confidence through personalised lessons focused on real conversations, pronunciation and the situations where you actually need English.



LANDING PAGE

Speak English With More Confidence

Private lessons built around your goals.

Book Now

Feed ad mockup. Creative is a placeholder for the final image.

AD COPY

Headline	Speak English With More Confidence
Description	Private lessons built around your goals.
CTA	BOOK NOW

WHO SEES IT

Ages 23–40 · Bulgaria · professionals and university graduates · interested in English language, professional and career development, international travel

CREATIVE DIRECTION

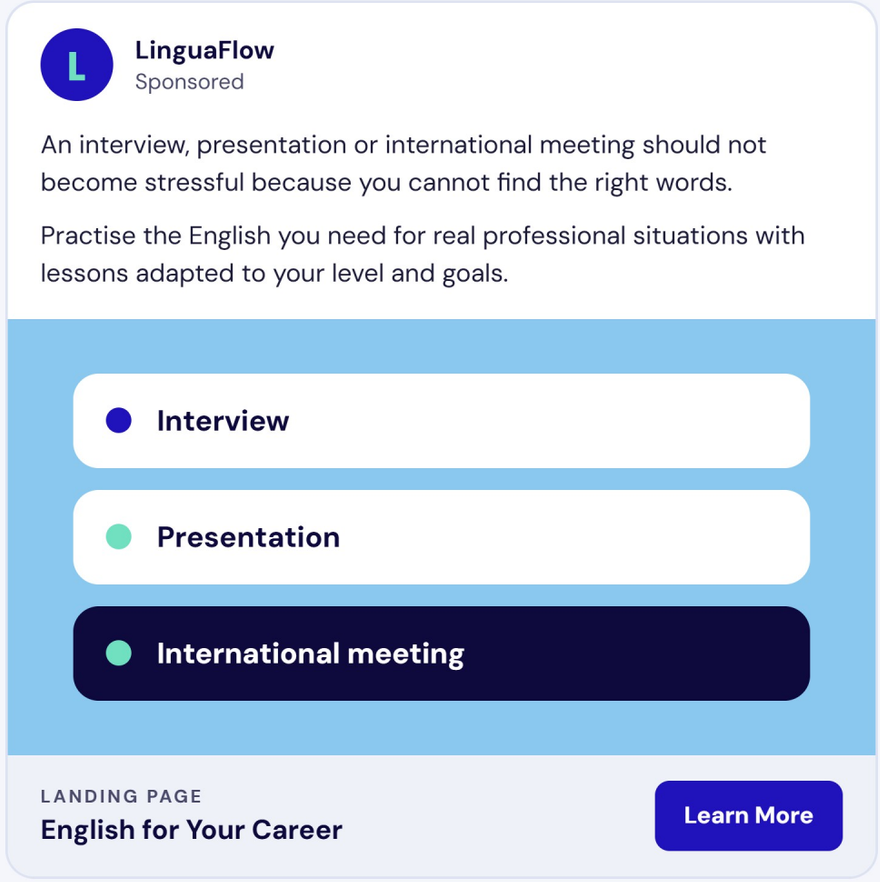
A chat-bubble visual of a speaker mid-hesitation, with no text on the image, so the copy carries the message.

OBJECTIVE: LEADS

CONVERSION: TRIAL LESSON BOOKING

AD 2 · CAREER ANGLE

COLD AUDIENCE



Feed ad mockup. Creative is a placeholder for the final image.

AD COPY

Headline	English for Your Career
CTA	LEARN MORE

WHO SEES IT

Ages 23–40 · Bulgaria · professionals and university graduates · interested in English language, professional and career development, international travel

CREATIVE DIRECTION

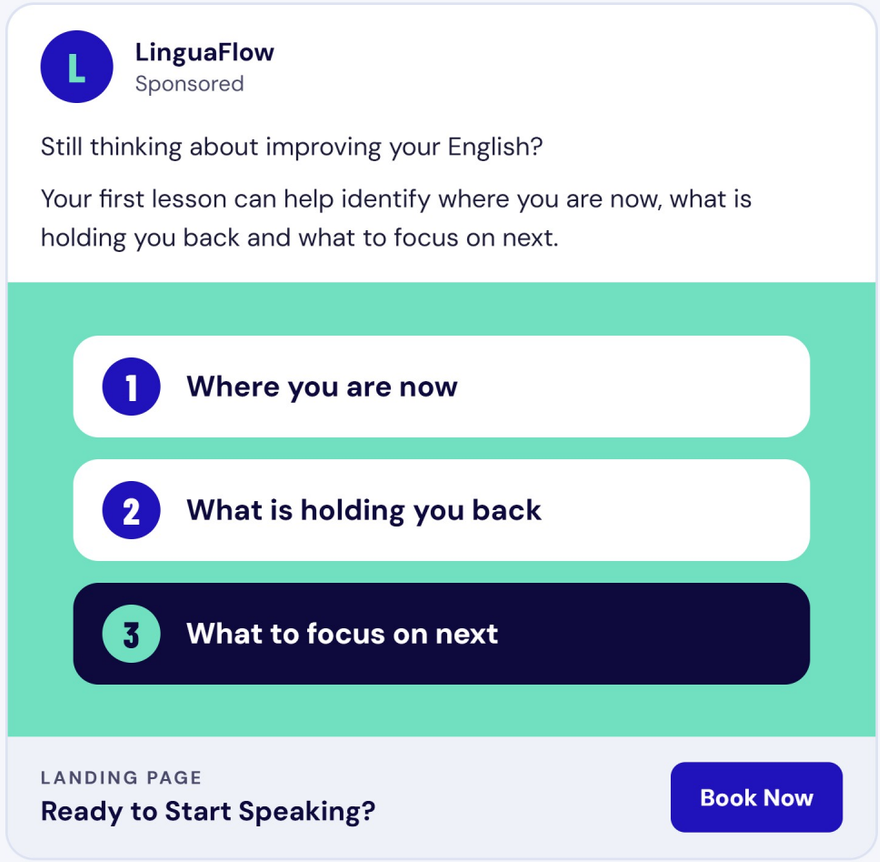
Three professional moments (interview, presentation, international meeting) as clean blocks, mirroring the situations named in the copy.

OBJECTIVE: LEADS

CONVERSION: TRIAL LESSON BOOKING

AD 3 · RETARGETING

RETARGETING



Feed ad mockup. Creative is a placeholder for the final image.

AD COPY

Headline	Ready to Start Speaking?
CTA	BOOK NOW

WHO SEES IT

Retargeting: landing-page visitors who did not book

CREATIVE DIRECTION

A simple three-step path that mirrors the copy: where you are now, what is holding you back, what to focus on next.

OBJECTIVE: LEADS

CONVERSION: TRIAL LESSON BOOKING

WHAT I WOULD TEST

Pain-point messaging	VS	Benefit-led messaging
Static image	VS	Educational carousel
“Book Now”	VS	“Learn More”
Broad audience	VS	Interest-based audience

METRICS I WOULD MONITOR

CTR

How many people who see the ad click it

CPC

What each click costs

LANDING PAGE VIEWS

Clicks that actually load the page

COST PER LEAD

What each trial lesson enquiry costs

CONVERSION RATE

Share of visitors who book

FREQUENCY

How often one person sees the ad, a sign of ad fatigue, especially in retargeting

NO RESULTS CLAIMED This is a spec. It shows how I would run, read and optimise the campaign, not performance that already happened.