Objective

To boost flight and hotel bookings through well-targeted Meta (Facebook & Instagram) ad campaigns, using engaging creatives, retargeting strategies, and ongoing performance optimization.

Campaign Strategy

We propose running **two primary ad campaigns per month**, each tailored to encourage direct bookings:

1. Flights Booking Campaign

- **Goal:** Increase flight bookings from Kuwait and GCC travelers
- **Target Audience:** Frequent flyers, budget travelers, business travelers
- **Ad Types:** Carousel ads, video ads, lead ads, and stories
- **Call-to-Action:** "Book Now" linked to the flight booking engine
- **Duration:** Always-on

2. Hotel Booking Campaign

- **Goal:** Promote special hotel rates and packages
- **Target Audience:** Holidaymakers, family travelers, business travelers
- **Ad Types:** Image ads, reels, and remarketing ads
- **Call-to-Action:** "Book Your Stay" with deep links to hotel results
- **Duration:** Always-on

Estimated Monthly Budget & Fees (in INR)

Campaign Type	Suggested Ad Spend (INR)	Setup Fee (INR)	Management Fee (15%)	Total Monthly Cost (INR)
Flights Booking	15,000	3,500	1500	20,000
Hotel Booking	15,000	3,500	1500	20,000
Total/ Month	**30000**	**7000**	**3000**	40,000

Note: Ad spend can be adjusted based on seasonal demand or campaign performance.

What's Included?

- Complete ad setup and campaign launch
- Targeting travelers across Kuwait and GCC regions
- Custom creative design and ad copy
- Retargeting previous website visitors and app