

Campaign plan

Fill in this sheet before paying a single krona. Take out the segment card from step 1 — the audience box is a copy of it. Benchmarks on the back.

1 · What and why

WHAT ARE YOU SPONSORING?

an event, offer or launch — a post that already worked organically

DEADLINE

when does it have to have landed?

WHAT SHOULD HAPPEN?

e.g. people come to the market, click to the website, send a message

BUDGET AND PERIOD

total amount + number of days · compare the benchmarks on the back

2 · Who should see it? (from the segment card)

SEGMENT

which card are you targeting?

PLACE OR RADIUS

a town, or a radius around your location — the most important filter

AGE AND LANGUAGE

e.g. adults 30+ · English if the segment is visitors

INTERESTS — AT MOST 1–3 BROAD

e.g. food and drink, organic · local? skip interests entirely

3 · The post

IMAGE OR VIDEO

one strong photo or a short video — little text in the image

COPY

short: what, when, where — and why it matters to them

CALL TO ACTION (BUTTON) + LINK

e.g. Interested · Learn more · Send message — and where it leads

BEFORE YOU PRESS THE BUTTON

- ☐ Business profile is in place
- ☐ Price, date and link proofread (can't be edited afterwards)
- ☐ The post has been tested organically — you're sponsoring a winner

4 · Afterwards — what happened?

Fill in when the campaign ends. After two or three campaigns you'll know what your reach costs.

WHAT DID IT COST?

REACH AND CLICKS

WHAT ACTUALLY HAPPENED?

WORTH IT? LESSON FOR NEXT TIME

Benchmarks and rules of thumb

Orders of magnitude for Sweden — prices vary with season (most expensive before Christmas), audience and competition. Benchmarks, not promises.

What does it cost?

A local event (market, open farm, tasting): 300–800 kr over one to two weeks, radius around the venue. Often enough to reach a few thousand up to ten thousand people nearby.

An offer or launch to a wider area: 1,000–3,000 kr for a couple of weeks of proper visibility.

Broad awareness (region or country): several thousand kr per month, for months. The wrong place to start for most small producers.

Clicks to your website: roughly 7–15 kr per click.

Rule of thumb: a small budget aimed at the right local audience beats a big budget aimed at the wrong one.

Paid or organic?

Organic is usually enough for nurturing: everyday content, your followers, what gets real engagement. That shouldn't cost money.

Pay when there's a deadline (event, launch, offer) — or when you're going beyond your followers: a new town, a new segment, visitors.

Test for free first, sponsor the winner. Never pay to rescue a weak post — the ad only amplifies what already works.

The format when you sponsor

You get a real button with a link — which organic posts don't: Interested, Learn more, Send message, Shop now.

Requires a business profile (free). The post is labelled "Sponsored". Less text in the image works better.

Target with the segment card

Question 3 — where do they find you, where do they want to buy? That gives you geography: town or radius. The most important filter.

Question 1 — the situation gives age and language (English for visitor segments).

Question 2 — what they value gives interests: at most 1–3 broad ones.

Works / doesn't work

Works: harvest market 15 km radius, adults, no interest filters. Theme night radius + "food and drink". Visitors English + the location + "travel".

Doesn't work: all of Sweden 18–65 (budget spread thin) · ten stacked interests (narrow and expensive) · targeting your own followers when the goal is new people.

If the segment is fuzzy the ad gets expensive — sharpen the card first, not the budget.