AdShare

Ramadan Planning 2024

Key Milestones

1. Campaign Idea

Finalise your campaign name, your key messaging and approach.

Come up with a unique idea with an interesting narrative.

NOV 2023

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

2. Campaign Landing Page(s)

Set-up draft pages even if they are templates with placeholder content at this stage.

The main one will be 'Ramadan 2024' but you may also want a Zakat page with Ramadan information and some Ramadan related blogs.

NOV 2023

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

3. Budgets

Allocate total amount for the period between the beginning of Jan 2024 to end of Ramadan.

Allow for at least 25% extra spend so that you can continue spending if returns are tracking positively.

DEC 2023

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

4. Plan Marketing Channels / Assets

Decide which channels you will be marketing on (Google ads, YouTube, social, email etc.).

Then plan what assets you will need (videos, images, display ads, HTML emails, social media posts.

DEC 2023

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

5. Update & Publish Landing Pages

Add new content to the pages for Ramadan 2024.

Don't forget you can always add/update content over the next few weeks but it's important to have the pages live now for ranking and SEO purposes.

JAN 2024

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

6. Collate Campaign Assets

At this stage you should have the main assets ready such as videos, images, HTML emails and social media posts.

JAN 2024

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

7. Pre-Ramadan Campaign Live

This could go live from beginning of January but needs to be live at least a month before Ramadan.

You should focus on value-adds such as zakat calculators, blogs & articles on preparing for Ramadan and providing feedback on the work you have done over the last year.

FEB 2024

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

8. RAMADAN CAMPAIGN LIVE!

Stick to your schedule, campaign assets and budgets.

Platforms like Google take time to learn how your campaigns work so by changing your assets or your budgets, you risk re-setting your campaigns and losing money.

MAR 2024

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

AdShare

Campaign Assets

Assets are the building blocks of your campaign. They are the elements needed to create campaign landing pages, ads, emails and much more. Below is a list of the essential assets.

ASSET TYPE	CHECKLIST
Videos o Minimum of 3 videos for each of your main projects. o 60 sec max for the longest length and lots of shorter/punchier versions. o Ramadan 2024 themed with call-to-actions. **Get in touch for our Video Recommendations guide>>**	✓
Images o High-resolution and unedited versions which can be used for multiple campaign types. o Save by project on a shared folder like Google Drive so individual teams can download when required.	✓
HTML Emails o 5 x HTML emails for the period between just before Ramadan and Eid al-Fitr. o Focussed on key periods/subjects such as pre-Ramadan, last 10 days, Laylatul Qadr, Eid al-Fitr etc.	✓
Social Media Posts o Set-up posts in advance, taking into account your key focus for each period of Ramadan. o Create different size versions and formats for posts, stories, reels etc.	✓

Case Studies

- o   Ideally one for each of your main projects.
- o   Include testimonials from beneficiaries.
- o   Use these across your Ramadan pages, HTML emails and social media posts.

✓

Blogs

- o   Wider content to help you engage with your supporters.
- o   Ramadan preparation, health & diet tips, zakat giving guides etc.
- o   Links to your annual reports showing the impact of your work.

✓

Other Activity

- o   Direct Mail should be ready to land a week before Ramadan or halfway through the month.
- o   Volunteer-based fundraising / activity should all be planned in advance.

✓

AdShare

Campaign Scheduling

To ensure a consistent, watertight campaign, you should decide the key themes, messaging and focus projects for your Ramadan campaign from the start.

Use the below to schedule in the key theme/message you will be pushing out across each of the channels on the left for the main periods.

	KEY THEME / MESSAGE			
	PRE-RAMADAN (4 weeks before)	FIRST 10 DAYS	SECOND 10 DAYS	LAST 10 DAYS
Website Landing Pages				
Digital Ads / Videos				
HTML Emails				
Social Posts				
Direct Mail				
Volunteer Activity				
Events				
NOTES				