

Cost for ads per social network

SOCIAL NETWORK	CPC	CPM
Instagram	\$0.20-\$2.00	\$6.70
Facebook	\$0.97	\$7.19

Total Budget \$10,000

Instagram ads maintain a CTR that is 2.5 times greater than other social media networks. In a [recent study](#), Shopify discovered that the average order value for Instagram users is \$65. Even though Facebook generates a significant amount of social media sales, its average order value is \$55 — \$10 less than Instagram. Keep in mind, however, that Facebook ads tend to cost more than Instagram ads.

I believe that we should split the budget for advertisements for instagram 70 - 30.

70% for instagram = \$7000

30% for facebook = \$3000

Instagram Ads	\$7000	Total Ads	Facebook Ads	\$3000	Total Ads
CPC ads	\$4200	8400 CPC	CPC ads	\$900	927 CPC
CPM ads	\$2800	417.9 CPM	CPM ads	\$2100	292 CPM

