



Are you looking for more qualified leads? Is your business on Facebook? What if you could reach your existing customers while they're on Facebook? Does the idea of displaying a Facebook ad only to your prospects list sound interesting? This could give your marketing a boost, generate more leads and help build your brand's image on Facebook and much cheaper than Google!

The objective with each [Facebook advertising](#) campaign will be to align an objective which will be agreed upon from you, such as driving traffic to the website/sales, increasing engagement, or increasing Facebook Likes.

A campaign consists of several similar, but unique ads with a common objective. Several ads are created using different photos, text, keywords, and calls to action to determine which ones appeal most and work best for your demographic. Ads can be based Cost Per Click (CPC) or what is called Impressions which is when someone just sees the ad. We will recommend which type is used based on the objective of the campaign, but as an example, to drive people to the website to buy something, we would use a CPC campaign and track how many people clicked through to the website and actually completed a purchase to track ROI.

For Each AD Campaign:

- Create a campaign designed to meet the specific objectives discussed. Once target demographics are discussed, the campaign will be designed to target that demographic with tracking and reporting available for the campaign. Photos for the campaign will be provided by the client. We will create recommended copy leveraging keywords from the website and best marketing practices, but copy will be approved prior to the ad being run. Any ads designed to sell a specific product will be linked to landing pages relative to the ad.



- Campaign monitoring will be provided. Lower performing ads will be modified or deleted as appropriate.
- The client will specify the daily budget. Once the ad campaign target and type are discussed, we will provide details on the cost for the type of ad (Facebook ad costs vary greatly by demographic and type of ad) and then a budget will be agreed upon. The initial period for a campaign is typically 30 days with the return being evaluated each week. Ads can be stopped at any time. The budget can also be adjusted at any time.
- 1 Facebook Custom Design Landing Page, 1 Branded Timeline Cover Banner, 1 Branded Profile Image, 3 Thumbnail Images.
- Price for an ad campaign: \$900 for set-up including one month of management

Cost to maintain each campaign after the initial month: \$350/month. This includes keeping content fresh, monitoring performance, and making changes as needed. We can also experiment varying the demographic if you are not certain of your highest performing demographic (men/women, age, married, religious interests, etc.).

To Schedule a Free 30 Minute Consultation and Report

CLICK HERE 

Or Call 657-600-8594