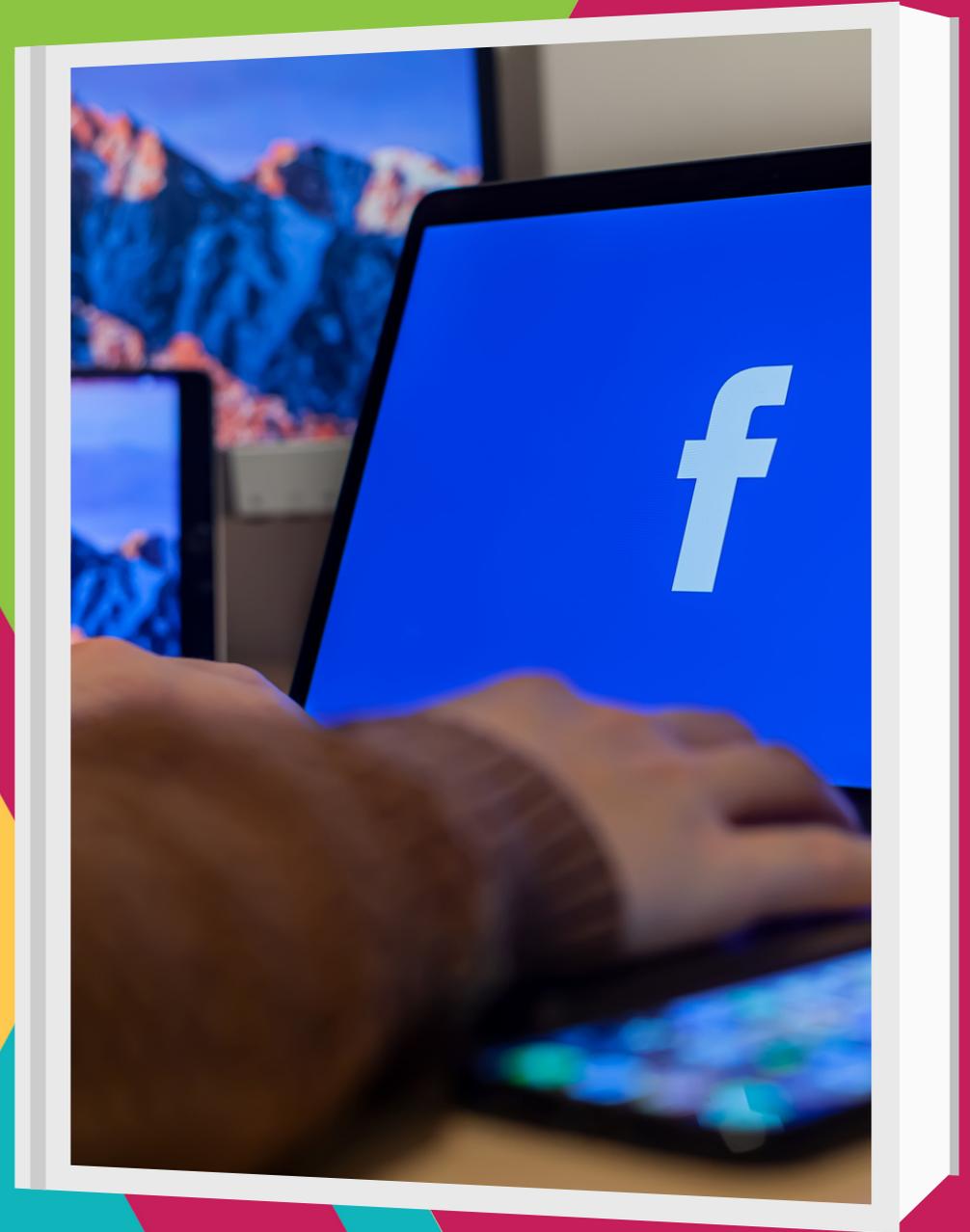


Facebook Advertising Service Summary



CREATIVE
CONVERSIONS

www.creativeconversions.co



Service Summary

FACEBOOK ADVERTISING PACKAGE

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



The Work We Do

The purpose of this document is to provide you with a list of activities we undertake in the provision of Facebook Advertising services.

Initial Briefing

- Complete and agree on Facebook Advertisement brief.
- Facebook page and ad account access
- Create Pixel for Conversion Tracking and apply to funnel website where applicable
- Set up campaign and Ad Sets
- Create Ads – send for quality review
- Campaign made live following approval
- Internal Daily Review & Adjustments of Campaign Per Month
- Month-end report (Every month)

Regular Monthly Inclusions

- Internal Daily Review & Adjustments of Campaign Per Month
- Monthly Reports

Types of Facebook Advertising

- Direct ads
- Brand awareness
- Traffic (Facebook page/Website) •Page Likes
- Retargeting
- Reach
- Video Views
- App Installs
- Engagement (Page/Post)
- Conversions
- Lead Gen
- Page Likes

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Retargeting - What's Next?

Facebook (ads only)

- Facebook Custom Audience
- Email/CRM list for Conversion campaigns
- Facebook Pixel data

Instagram & Facebook

- Page engagement data
- Video Viewers
- Post visitors

CRM

- To convert leads into sales
- Customer relationship management
- Pipelines

LinkedIn Ads

LinkedIn (ads only)

- Email list
- CRM list If CRM is added on
- Insight Tag data (ads only)

Email Marketing

Our service include email marketing if you have opted for the CRM add on. Transactional emails include claim nurture, bookings requested, appointment reminders, no show nurture canceled appointments & quote reminders.

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Notes

Facebook advertising is a very effective lead generation tool. It is most useful though when you have a specific and defined purpose in mind. Some great examples of this include building an email database where you have a pre-defined email marketing strategy already set up, promoting a competition, or collecting leads for your sales team. It's a lead generation tool for a wider strategy. Often landing pages are highly effective for this type of advertising. While landing pages are not included in the costs of this advertising service, we would be more than happy to assist you in putting one together. Please contact us for a quote.

Our recommendation is to take the full Facebook advertising including the CRM package for maximum results from your advertising campaigns.