



High impact social media advertising campaigns.

Social Media Ad Campaign Packages

Promote your business on Facebook, Instagram, LinkedIn, or Twitter.

PACKAGE 1

Lite

\$690 +GST

Reach up to 400,000 people with a basic ad.

- Campaign consultation
- Custom target audience
- Creative content and graphic design
- 1 social media channel
- Up to \$2,500 ad spend
- Campaign report

PACKAGE 2

Standard

\$920 +GST

Variations and pilot campaign for better results.

- Campaign consultation
- Custom target audience
- 3 creative variations
- Pilot campaign
- 1 social media channel
- Up to \$5,000 ad spend
- Campaign report

PACKAGE 3

Premium

\$1380 +GST

Peak creative and tracking for maximum performance.

- Same as standard plus:
- 3 audience variations
- Advanced creative
- Conversion tracking
- 2 social media channels
- Up to \$10,000 ad spend
- Campaign report

Now let's
take care
of the finer
details...

Campaign Consultation

Meet with our creative director and discuss your goals, target audience, and campaign creative. He will guide you on the most effective targeting, creative, and offer to achieve your goals.

Custom Target Audience

We will implement a tailored target audience, including interests, behaviours and demographic profile. In the premium package we will design 3 audience variations and test their performance.

Campaign Creative

Our creative team of marketers, writers, and designers will develop creative for your campaign. This includes the headline, image, and comment text. Design material is limited to static images and graphics; no video or animation.

Advanced Creative

The premium package includes an additional allocation for development of advanced creative elements such as illustrations, animations, and additional campaign variations.

Pilot Campaign

Standard and premium packages include a pilot campaign that ensures the best possible results by testing variations with 25% of the budget for 25% of the campaign period. After the pilot only the best performing variations are continued.

Social Media Channels

We currently support Facebook, Instagram, LinkedIn, and Twitter. We will advise the best channel for you in the campaign consultation. You can target two channels in the premium package.

Choose Your Ad Spend

Our packages do not include the social media channel ad budget. How much you spend is entirely up to you, however we recommend spending at least twice as much on ad spend as your campaign package cost. You pay direct and we do not receive any commissions or kickbacks.

Conversion Tracking

The premium package includes setup of conversion tracking pixel and tracking conversions on your ad campaign.

Campaign Report

At the end of the campaign we will produce a report of performance.

What results will I get?

Results vary significantly depending on target audience, creative, and offer. In general \$6 per 1000 impressions and \$0.75 per click are a good rule-of-thumb.

Custom Packages Available

Have unique requirements? Ongoing campaign? Different channels? Video content? We're more than happy to work out a custom package to meet your needs.

Ready to launch your campaign? Call or email now!