

Drive qualified sales and leads by utilizing Facebook and Instagram ads services for your business.



Facebook Ads Limits	Pro	Plus
Campaigns	1 Campaign	2 Campaigns
Ad Sets	2 Ad Sets	4 Ad Sets
Ads	4 Ads	8 Ads
Ad Copy Variations	1 Ad Copy	2 Ad Copies
<b>Budget Recommendations</b>	\$500 - \$2,000	\$2,000 - \$4,000
Available Campaign Objectives		
Awareness		
Consideration		
Conversions		

# Premium

3 Campaigns

6 Ad Sets

12 Ads

3 Ad Copies

\$4,000 - \$8,000





# Platinum

4 Campaigns

8 Ad Sets

16 Ads

4 Ad Copies

\$8,000+







# **Facebook Ads Setup**

Gain Business Manager Access

**Conversion Tracking Setup** 

Pixel Setup & Install

**Pixel Event Testing** 

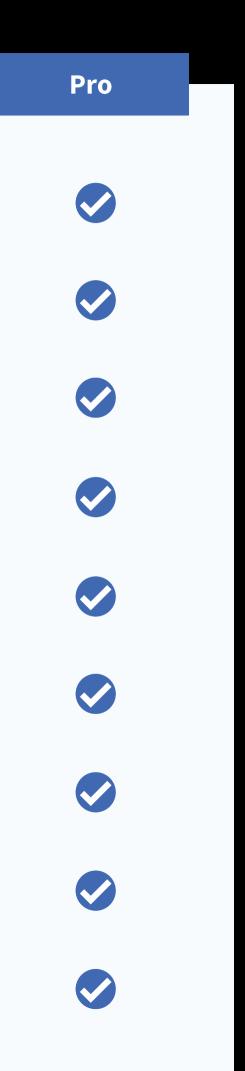
Campaign Strategy

**Demographics Research** 

**Competitor Research** 

Campaign Setup

Ad Set Setup





# Premium

#### Platinum



















# Ads Setup

Ad Scheduling

**Custom Audience Upload** 

Campaign Quality Assurance

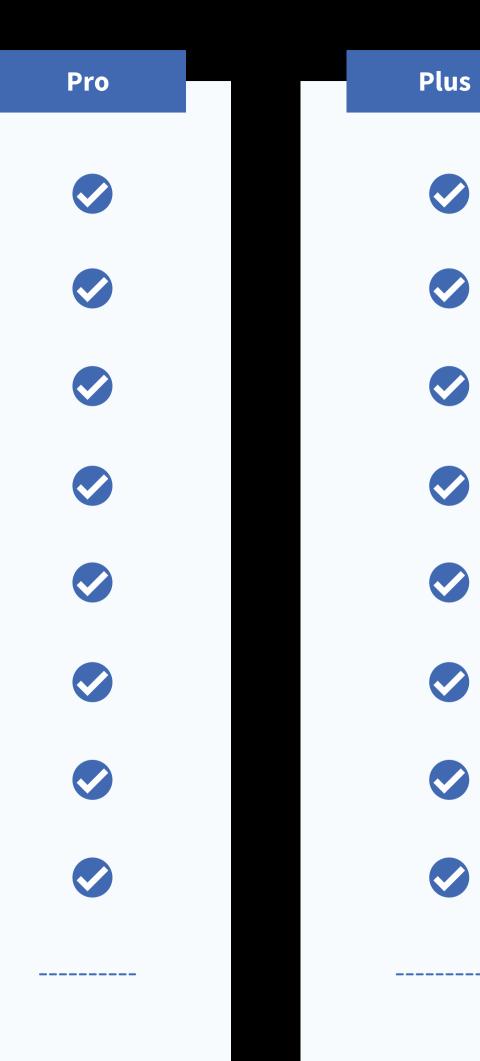
Campaign Approval Link

**Crossposting to Instagram** 

Campaign Launch

**Post Launch Checkpoints** 

**Custom Graphic Image Ads** 



# Premium

















# 3 Graphics

#### Platinum

















4 Graphics

# **Facebook Ads Monthly**

**Campaign Optimization** 

**Strategy Enhancement** 

**Ad Optimization** 

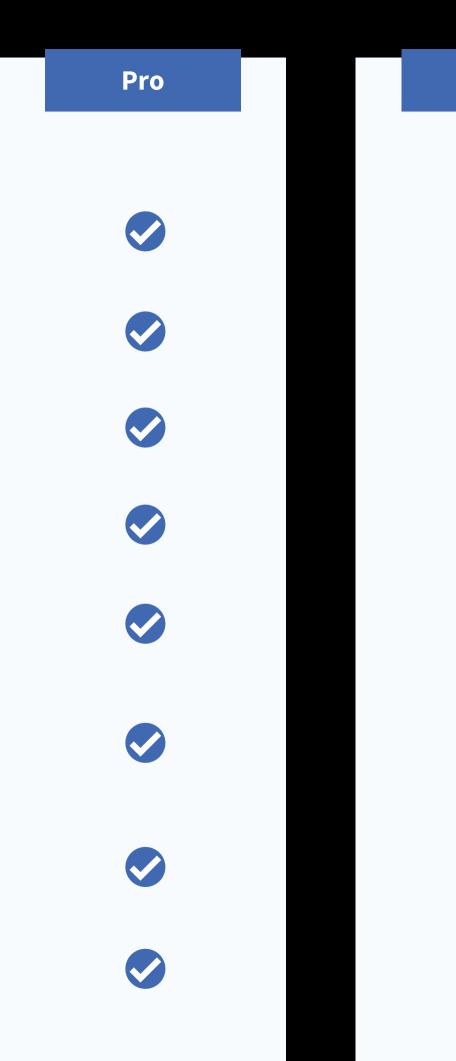
Ad Split Testing

Ad Frequency Management

Audience A/B Testing & Optimization

Lookalike Audience Creation

Remarketing





Plus





#### Platinum









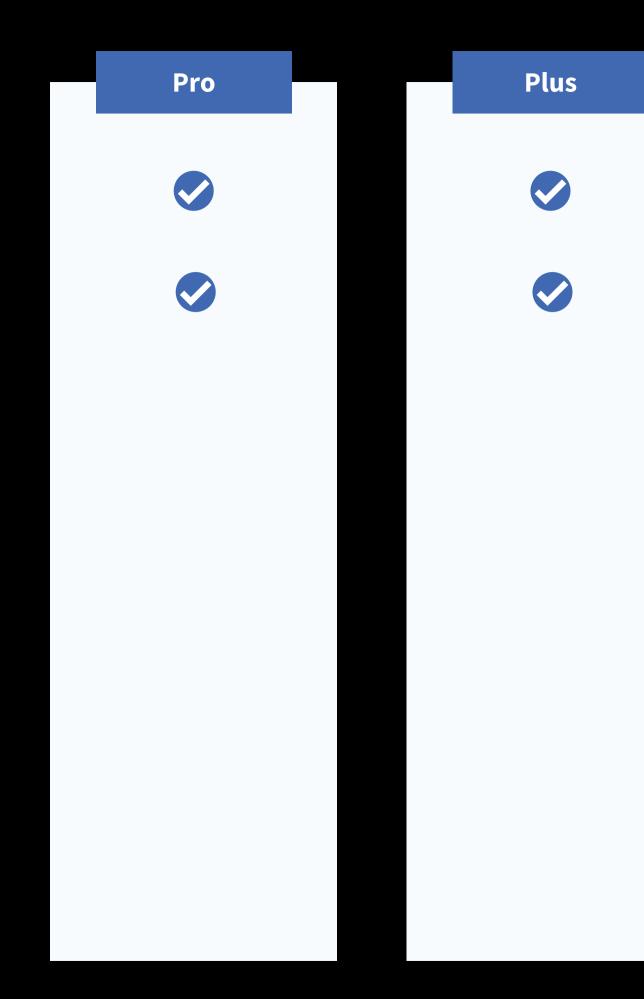






**Weekly Optimization Report** 

**Monthly Progress Report** 



# Premium





# Platinum



