

Overview

Want to directly reach potential customers? Paid Advertising using Google or Facebook allows the creation of targeted advertising campaigns to bring traffic to a website.

Description

Paid advertising allows reaching potential customers where they are spending most of their time. Google and Facebook allow purchasing ads on their platform that will show when people are searching on Google or browsing their news feed on Facebook. These ads can be targeted based on searching intent or different interests and behaviors. This allows a marketing message to reach an interested audience.

The Paid Advertising project will create a single ad campaign on either Google or Facebook. The project starts with a brainstorming discussion. Then, the ad campaign will be created including ad text and image. A weekly results report will be provided to track progress of the ad campaign.

Benefits

- Reach potential customers
- Drive traffic to a website
- Complete configuration of an ad campaign
- Weekly results report

Scope of Work and Costs

- \$500 (one-time)
 - Create one Google Ads or Facebook Ads campaign
 - Brainstorming discussion
 - Keyword research
 - Create ad text and image
 - *Not included: daily budget and landing page*
- \$250 - monthly charges
 - Weekly reports of results

Premium Upgrades

- Conversion tracking
- Additional keyword research
- More Google Search Ads campaigns
- More Facebook Ads campaigns
- Google Display Ads campaigns
- Remarketing ad campaigns
- Look-alike audience ad campaigns
- Google Shopping Ad campaigns for direct sale