

MICRO MARKETING SERVICES

ADVERTISING CAMPAIGN: FACEBOOK

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“

I had tried out little Facebook test campaigns here and there before but I never saw that much success with it. Before now, I just figured that maybe Facebook campaigns just aren't for me and my business.

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WHAT

Facebook has an almost 3 billion-strong member base, with a wealth of data about all its users. That is an incredible opportunity for you to promote your business, your products, or services. This campaign helps you capitalize on that.

Facebook's targeting capabilities allow you to be as broad or well-defined as your products and services demand in reaching the right target audience!

So if you have a product, service, sale, or some other special promotion that you would like to promote, this campaign is for you!

WHY

As intuitive as the Facebook Ad Centre interface is, applying marketing best practices to your ad campaign is what is going to determine its success.

Who are we?

We're a team that came from a world where the marketing budgets are as large as the expectations from the Sales Executives!

Every marketing dollar spent is expected to convert into, not just sales leads, but enough qualified leads to fill sales funnels and drive millions of dollars in revenue to hit massive revenue targets.

We've taken our decades of corporate experience with converting marketing into money, and whittled it down into the marketing strategies - the most creative, scrappiest, low-cost, practical ones - that every micro business can use to drive very real results - net new customers and increased sales - for their businesses.

\$75 USD





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This can include such factors as:



Should you use a lead magnet? If so, what would be a compelling enough offer to generate sufficient leads?



How should you position your ad? What type of media is best suited to your ad - should you use an image, a carousel of images, or a video?



Should you drive leads to your website to purchase? Or should leads be collected within the Facebook platform via a lead generation form? What are the optimal number of fields for your form?

HOW

Here's how the process works:

1 We'll reach out to you to get an understanding of your campaign's objectives, your business, and its offerings

2

We'll start crafting your ad messaging and identify the total number of people you ad could reach, based on your specific target market

3

We'll send you an invoice. It will provide the instructions for payment via PayPal or via credit card

Converting Marketing to Money. Small Biz Style

There are many (many!) practical marketing strategies and tactics every owner-operator, solo entrepreneur, and micro business can leverage to promote and grow their business, even with super slim resources.

The key is for every small biz entrepreneur to be provided the insights on exactly what their best, low-cost opportunities are to drive more sales for their specific business.

Spending their limited time and resources on the specific opportunities that we have identified for our clients has driven triple-digit growth for many small businesses.

\$75
USD



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4 We'll provide you with the outline of your ad campaign - including the ad copy, the size of your potential target audience, the duration of your campaign - all for you to review and approve, if you choose (some of our busier clients choose to skip this part of the process).


5 **OPTION 1:** Provide us with Advertiser access to your account, sit back, relax and we'll get your campaign set up and running, and will continue to monitor and optimize your campaign, based on in-market performance.

OPTION 2: We set up a call to give you a step-by-step walkthrough of how to best set up, monitor, and manage the campaign yourself


FAQS

 **WHAT KIND OF RESULTS CAN I EXPECT FROM A FACEBOOK AD CAMPAIGN?** The results from each campaign varies, and can be subject to many factors including the nature of your business, who your target audience is, and of course the promotional offering. What we can guarantee is, particularly for clients who select ad campaign set up Option 1 (see Point 5), we will monitor and fully optimize the campaign to ensure you achieve maximum results.

 **HOW LONG DOES THE CAMPAIGN RUN?** The duration of the campaign one of the factors that can vary widely from one campaign to another. Typically campaigns tend to run between 3-10 days.

 **WHAT DOES IT MEAN TO PROVIDE MARKETING MADE EASY WITH ADVERTISER ACCESS?** Facebook knows its power as an advertising platform, and therefore set it up in a way that allows users to provide advertising partners with limited access to their accounts. Advertiser access provides access only to very specific aspects of a user's account to post ads, view insights on how those ads are performing, and to see who publishes to your page.

We also provide an option for clients who wish to retain control over their own ad campaigns.

 **HOW WILL I KNOW IF THE CAMPAIGN IS EFFECTIVE?** Whether you decide to manage the campaign yourself, or choose to have Marketing Made Easy manage and optimize it for you, everything that is set up and done in your account will be completely transparent to you, including the number of leads your campaign generates.