



Search Engine Marketing Packages

There are differences to how and when we run Facebook and Google Ads, but our strategies all include these main points:

1. Targeting

We decide with you on the keywords and demographics/interests of your target audience.

2. Conversions

We set up important conversion metrics like phone calls, purchases, submitted leads, etc. to ensure we're measuring success by what matters most.

3. AB Testing

We run multiple types of dynamic ads against each other to determine the best performance and optimize accordingly.

4. Landing Page

We create a landing page optimized to be the next step in the customer journey from the ad. It's important to make sure customers don't land on your homepage and have to find their way to the information they need to convert.



Facebook Ads

When to use: Use Facebook ads when you have a visual product and you're targeting based on demographics. These ads will be shown to people as they're browsing through Facebook.

Model: Passive/Discovery

Responsive Carousel Ad: A series of images, titles, and descriptions that Facebook will organize and optimize based on success.

Slideshow: A series of images and titles organized into a video in Facebook's builder with eye-catching transitions.

COST

\$1,000 Set up fee
\$200/month maintenance and optimization fee
Ad spend paid to Facebook



Google Ads

When to use: Use Google when your target audience is going to be looking for your product or services. These ads will be shown when someone searches for a relevant keyword.

Model: Active

Responsive Search Ad: A series of titles and descriptions that Google will organize and optimize based on success.

Responsive Display Ad: Visual Ads created by combining logos, images, and titles that Google will organize and optimize based on success.

COST

\$1,000 Set up fee
\$200/month maintenance and optimization fee
Ad spend paid to Google