

Tangible Results with Paid Social Marketing Services

Facebook & Instagram Ad Management

Turn millions of Facebook and Instagram users into customers with highly customized paid social marketing campaigns. Using Facebook and Instagram's advanced targeting technology, our paid social team helps you reach new audiences and re-engage customers who've already visited your site.



Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- Customer File**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website Traffic**
Create a list of people who visited your website or took specific actions using Facebook Pixel.
- App Activity**
Create a list of people who launched your app or game, or took specific actions.
- Offline Activity** UPDATED
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
- Engagement** UPDATED
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Advertise To Your Exact Demographic

Demographics: Run laser-targeted social media campaigns to people based on their interests and online behaviors. We can target specific ages, locations, income levels, and much more!

Email Lists: Send your email list to us, and we can run custom ads to your email database. If you have the emails of previous leads or customers, say hello to repeat sales and new referrals.

Website Visitors: Add retargeting pixels to your website and advertise to recent visitors. Only 1-2% of visitors convert on their first visit. We'll use remarketing to increase your rate of conversions.

Ready to Supercharge
Your Business?

LOCAL DIGITAL

Standard Features

- Facebook + Instagram Platforms
- Facebook Ad Account Creation
- Pixel Installation + Maintenance
- Dedicated Management
- Ad Account Audit
- Custom Creative
- Facebook Business Manager Creation
- Audience Creation
- Prospecting & Remarketing Campaigns
- Budget Optimization



Social Media Advertising Plans

**Client To Provide All Videos One Time Setup Fee \$495*

STARTER

Image Ads

- 3 Ads at Launch
- 3 Static Images
- Custom Ad Copy

Designed for Feed Placement
 Quarterly Creative and Ad Review
 Basic Audience Creation

GROWTH

Image & Video Ads

- 3 Ads at Launch
 - 1 Gif or Video
 - Custom Ad Copy
- Designed for Feed Placement
 Monthly Review Calls
 Quarterly Creative and Ad Review
 Advanced Audience Creation
 Full Marketing Funnel Campaigns

SCALE

Image & Video Ads

- 4 Ads at Launch
 - 2 Videos or Gifs
 - Design + Ad Copy
- Designed for Feed and Story Placements
 Custom Review Calls
 Monthly Creative and Ad Review
 Advanced Audience Creation
 Full Marketing Funnel Campaigns
 Omni-Channel Department Support

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