

FACEBOOK PPC COMPARISON

UNLEASH ME

Maintain regular activity, increase reach, refine your targeting and generate leads and/or sales

CONNECT ME

Medium level plan to build awareness and maintain low monthly budget spend

GROW ME

Starter plan to test the effectiveness of Facebook for your business

CAMPAIGN SETUP

Facebook Adwords Account Setup

\$499 ex GST

\$399 ex GST

\$299 ex GST

Keyword & Demographic Research

✓

✓

✓

Conversion Tracking Installation

✓

✓

✓

Google Analytics Setup

✓

✓

✓

Google Analytics Goal Tracking

✓

✓

✓

Creative Ads Development

✓

✓

✓

Campaign and/or Ad Groups

4+

3+

2+

Advertising Geo Targeting Range

WA or Australia Wide

Perth (1 city location)

Perth (1 city location)

Account Management Optimisation

✓

✓

✓

CAMPAIGNS OBJECTIVES

Increase Likes, Build Followers

✓

✓

✓

Branding

✓

✓

✓

Direct Response

✓

✓

✓

REQUIREMENTS

Website: Form Submission Thank You Page

✓

* Landing Pages preferred to have a Contact Form or [BUY] button for ecommerce sites.

✓

✓

✓

Website: Targeted Optimised Landing Page(s)

✓

✓

✓

* Ads should not aim to land on home page (too broad)

MEDIA BUDGET

Minimum Monthly Media Budget

Minimum \$1,000+

Minimum \$750+

Minimum \$500+

REPORTING

Monthly Report

✓

✓

✓

MONTHLY MANAGEMENT FEE

\$699 ex GST

\$499 ex GST

\$249 ex GST

OUR MOST POPULAR PLAN