

INSTAGRAM PPC COMPARISON

	UNLEASH ME	CONNECT ME	GROW ME
	Maintain regular activity, increase reach, refine your targeting and generate leads and/or sales	Medium level plan to build awareness and maintain low monthly budget spend	Starter plan to test the effectiveness of Instagram for your business
CAMPAIGN SETUP			
Instagram 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, Comments, Followers	✓	✓	✓
Branding	✓	✓	✓
Direct Response	✓	✓	✓
REQUIREMENTS			
Website: Form Submission Thank You Page	✓	✓	✓
<i>* Landing Pages preferred to have a Contact Form or [BUY] button for ecommerce sites.</i>	✓	✓	✓
Website: Targeted Optimised Landing Page(s)	✓	✓	✓
<i>* Ads should not aim to land on home page (too broad)</i>			
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