



**YOUR LOGO**  
SIMPLE TAGLINE

DEDICATED TO:

**JANG CLAUDE**

Managing Director

**ABC Studio**

Empire State Building,

New York Blv. 233

USA 344

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#CM/923/03209

June 23, 2015

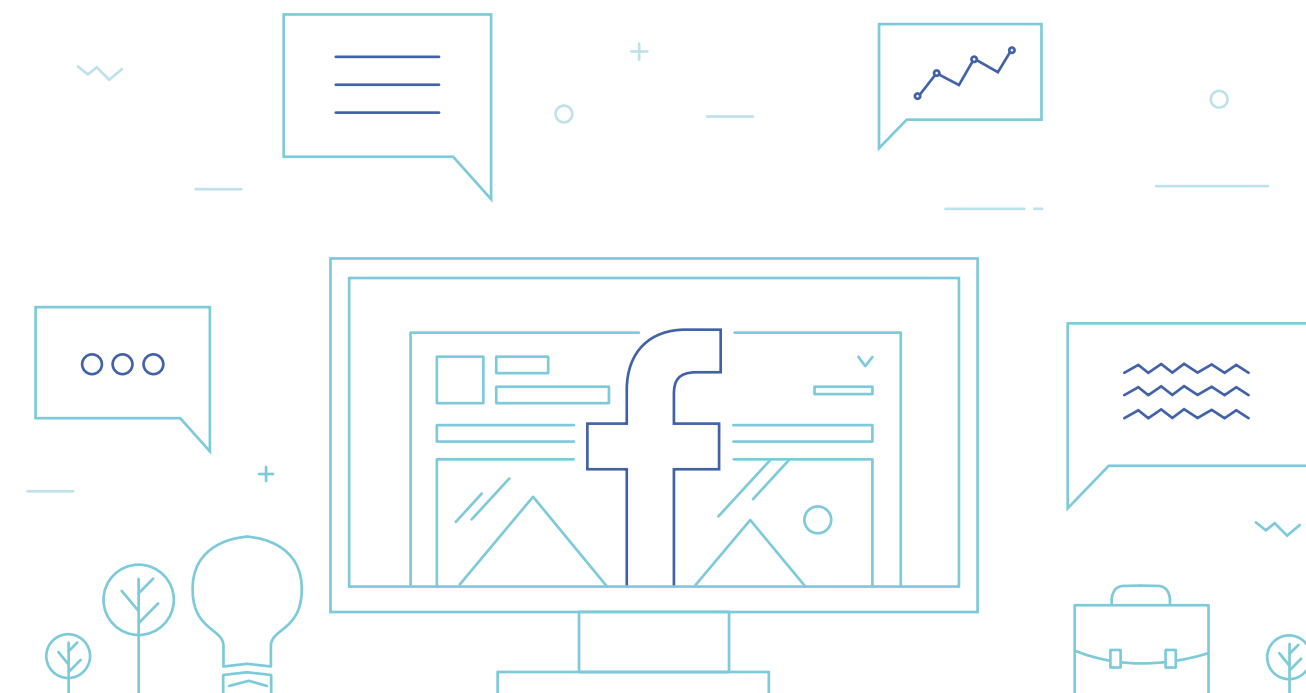
[www.faceme.com](http://www.faceme.com)

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# Facebook Advertising Proposal

Strategic Plan for Better Campaign

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### Confidential Warning

Thank you for the opportunity to provide you with a quotation for an facebook digital marketing campaign by (company) for (xyz company). Our service is a modern solution combining web marketing, e-mail and digital marketing techniques that will assure that your Home Page/Landing/ promotional page is assured of quality traffic, digital marketing audience leads.

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## Proposal Letter

Dear Sir/Madam,

Thank you for the opportunity to provide you with a quotation for facebook marketing campaign by (company) for (xyz company). Our service is a modern solution combining web marketing, e-mail and digital marketing techniques that will assure that your Home Page/Landing/promotional page is assured of quality traffic, facebook marketing audience leads.

We have a team of highly innovative professionals providing you with instant results to rise in the highly competitive market within your niche. We will help you to increase your visibility and promote your unique content in all the major digital websites.

(Our Company) has satisfied various clients across the globe and we have been appreciated by utilizing our prompt website ranking strategies, instant yet successful results and unmatched determination to go beyond the client's expectations. Should you have any questions, please let us know. To improve the visibility and social media presence of your home or landing page, we will look forward to hear from you when you've time after reading our proposal.

Sincerely,



Rosie Parsotan  
Managing Director

# Facebook Updates & Highlights 2020

## Facebook Usage and Market Share

Facebook continues to grow, dominating  
the social media platforms.



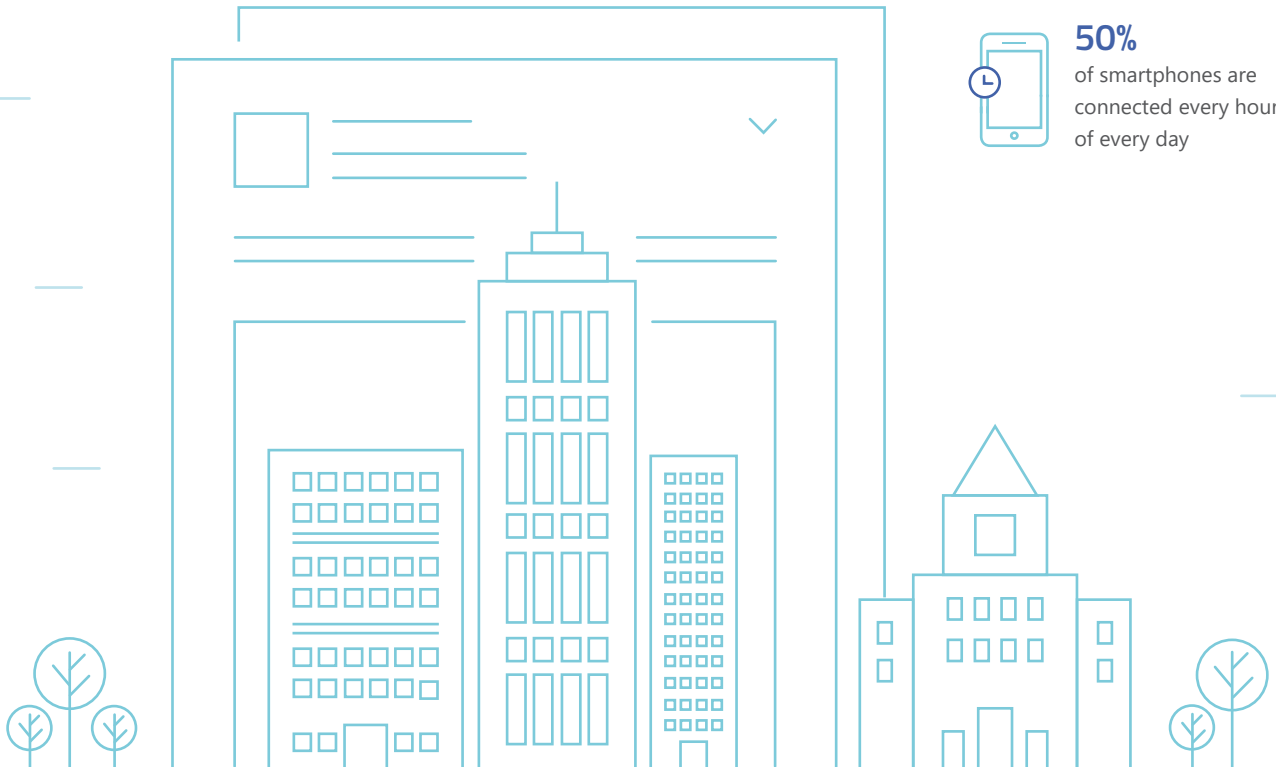
**1.2 Billion**  
Mobile Users



**1.8 Billion**  
Global Users



**50%**  
of smartphones are  
connected every hour  
of every day



## Why Facebook?

The largest online audience.  
Prominent enough for a lot of people to click.  
The targeting options within Ads is incredible.  
Facebook has the lowest cost per click.



**7h 43min**

Average monthly time  
spent per person on the  
Facebook smartphone app



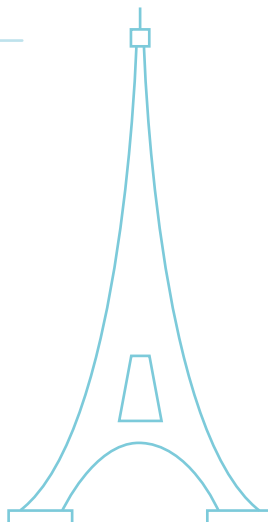
**63%**

of users log on in any  
given day

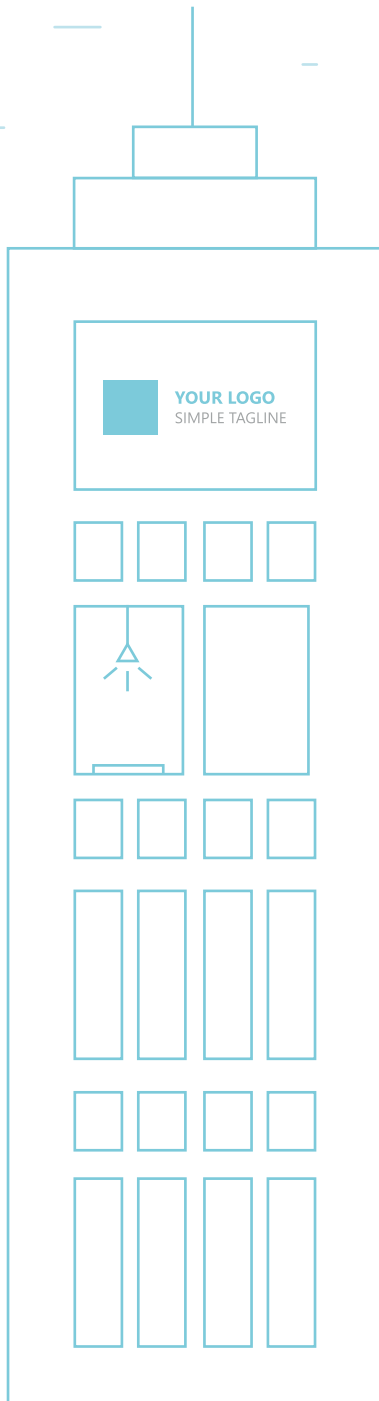


**20%**

of Facebook users have  
purchased something because  
of ads or comments they saw



# About Us

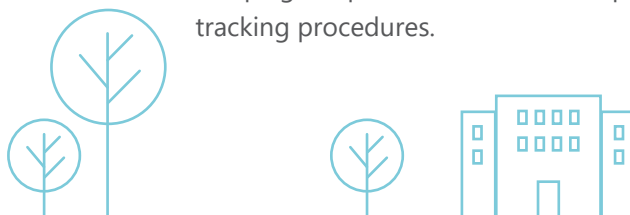


We have all the necessary expertise & skills to ensure a successful digital campaign implementation for your company.

This pre-proposal will give you an overview of the benefits of our firm, a brief about various Social Media marketing activities we can leverage, how to define campaign objectives, our methodology of carrying out a marketing campaign.

Increased engagement and influence in the mix of social communities most relevant to your target audience and those who influence them (Facebook, Twitter, Google+, YouTube, blogs & many more) is another important benefit of our content marketing service. We aspire to deliver an effective digital marketing campaign to your brand through an engagement outlined in this proposal.

An effective digital marketing campaign requires well thought out campaign objectives, careful campaign planning, social media expertise, advanced writing and research skills, efficient campaign implementation and campaign success tracking procedures.





312

Company Clients



1,056

Brand Campaign



93,939

Published Ad Campaign



820,493,939

Reached Campaign



\$23,939,344

Total Facebook Ad Spending

## HISTORY

- Present** The company has one of its biggest growth years ever, hiring 100 new employees in 2019.
- 2020** Recognized as the Best Agency which showcasing outstanding digital marketing presence in 2017 by Global Digital Marketing Meet.
- 2018** The company changes its "one stop digital services" name "Your Company" symbolizes corporate commitment.
- 2015** The company Interactive is a fast-growing Internet marketing firm based near New York City,
- 2010** John and Jane visit small business trade shows in New York to sell their Web design services.



# Services

## What We Do?

Our services use Facebook advertising campaigns to take small to large business internet marketing to the next level. Facebook advertising can position your brand directly in front of a very specific cross section of users on mobile or desktops, serving ads to people based on age, sex, location, income, interests, workplace, education, and more. Our Facebook advertising services include:

## Facebook Future Trends

- Mobile Continues to Dominate.
- Instagram Gains Traction.
- Marketers Master Analytics and Automation.
- Native Advertising Rises Above The Block.
- ROI is The Metric that Matters.
- In-House Advertising Disrupts Agencies.
- Retargeting Gets Even More Powerful.
- Video Marketing and Ads Soar.



### Content Creation

Good content is important for Facebook engagement.



### FB Page Setup Optimization

Customized content based on keyword research.



### Engagement Pattern Analysis

Analyze which posts are working well to get engagement.



### Social Media Optimization

Attract new customers where they're spending time online.



### Facebook Advertising

To reach new customers based on their interests.



### Creative Design

Bespoke design, intuitive web, and solutions to promote your brand.



We are expert in connecting customers to clients and delivering innovative solutions that improve brands. From product launches to brand development to social media campaigns, and more.



## Audience Targeting and Segmentation

To get better brand position to target specific customers' needs and desire.



## Competitive Intelligence

Information available and learn from your competitors.



## Dedicated Facebook Consultant

Grow Business more working with experienced Facebook experts.



## Monthly ROI Tracking Report

Track performance, deploy updates and optimisations in real time.



## Content Development

Involved in the creation and content editing for various activities.



## Content Promotions

Get more exposure for your content post.

# FB Marketing Plan

When determining the right type of Facebook ad to use for your campaigns, there are a number of variables at play.



## Goals & Objectives

01

The more specific goals and objectives, It will easier to clearly see what the campaign need to accomplish. Measurable, attainable, relevant, and time-bound.

Grow the Facebook page from 35,000 likes to 100,000 likes by December 31, 2020



## Right Hand Column Ads

03

This ads shown on the right column of the news feed, on Group pages, and photos. Enable to reach fans and friends of fans also easy to Like a Page.

Increase the value of from ad space with new advertising format.



## Create Engagement Ads

02

A successful way to advertise your business is to create an Engagement ads. Engagements on include Likes post or page, comments, and shares.

1,200 x 900 pixels for a news feed image. The graphic must be the 20% text rules.



## FB Pixels

04

A piece of code that you can place on website to report conversions. Create higher converting ad campaigns using conversion Pixels and Website Custom Audience.

Way to use Facebook Pixel: Retargeting, Optimization and Tracking.



## Split Testing Ads

05

Facebook ad strategy where two elements of a marketing campaign are tested against each other to analyze which one can deliver the best results. A good split test can result in huge ROI improvements.

Variable Test: Audience Targeting, Call To Action, Images, Texts, Element Position.

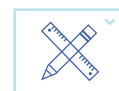


## Conversion Rate

07

Get people to take action on your website. Increase sales transaction, define the action, and encourage people to visit a specific/general website.

72% of marketers are creating unique landing pages for various marketing campaigns or brands.



## Ad Design & Targeting

06

Creative graphic that increase value proposition and a single call to action. With ad purpose is capturing audience attention and ability to encourage them.

4 Components ads: Visual, Relevant, enticing value proposition, CTA.



## Clickthrough Thresholds

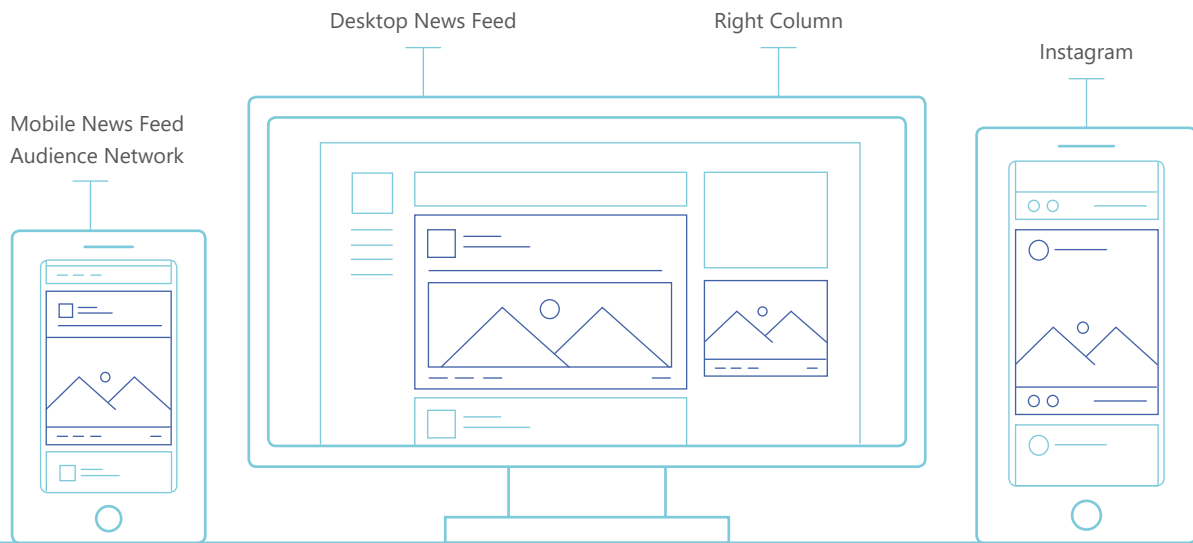
08

Determine which good perform click through rate and immediately stop any ads which are less performing to the standards set.

Help you to limite number of campaign cost when campaign running.

# FB Advertising Guide

## Facebook Advertising Placement



Step 1

### Identify Campaign Goals

Facebook provides a choice of several campaign goals. Specific goals will make it easier to identify what needs to be accomplished.

#### Strategy

- Know Business Goals.
- Watch Campaign ROI.
- Stick to Timeline.



Step 2

### Know Campaign Audience

Understanding audience, including information about the of geography, demographics, psychographic and more.

#### Strategy

- Target Visitors with Facebook Pixel.
- Layer Audience Targeting.



Step 3

### Campaign Creation & Testing

Create a split campaign for each destination. Manage the ad set base on audience. Bids for campaign objectives.

#### Strategy

- Segment Ad Sets by Targeting Category.
- Rotate Multiple Ads Set.
- Stick to important words.
- Use Crazy Images/Video.



Step 4

### Report and Evaluation

A comprehensive view of the campaign performance on Facebook, Instagram and Audience Network.

#### Strategy

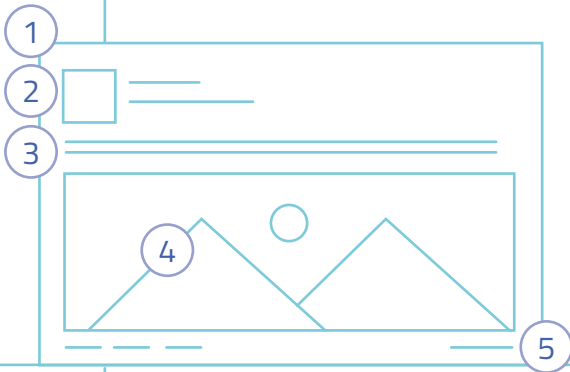
- Strongest CPA.
- Mobile placements conversion.
- Lookalike audiences.
- Remarketing.

## 1. Social Information

It's available when people/ friends get engaged with your business (likes, comments, share).

## 2. Business Name

Display name of your business name and show prominent.



## 3. Text

Essential part of a successful ad to persuade, excite & entertain.

## 4. Images and Videos

Compelling visual to encourage target audiences to interact authentically.

## 5. Call to Action (optional)

A customizable button encourages people to click.

### Type of Facebook Call to Action

No Button

Shop Now

Book Now

Learn More

Sign Up

Download

Watch More

Contact Us

Apply Now

### Tools for Creating Ads



Ads Manager



Power Editor



Facebook Pages



Ads Manager App

# Pricing

We offers affordable and flexible options for monthly social media marketing management services.

Conducting effective facebook marketing campaigns require large amounts of time and expertise. The actual cost is determined by the number of sites involved in the campaign, the amount of activity and the level of participation.

## BASIC

Great For Startups

**\$8/Month**

\$96 billed annually

- Access to Premium Account Dashboard
- Custom Tab Builder
- Facebook Cover Designer
- Unlimited Scheduled Posts
- Other Social Media Posts
- Post Suggestions
- 1 Facebook Fan Pages per Account
- 2 Custom Tabs per Page
- 2 Team Members

\* Include Setup Fee

\* Exclude Facebook Ads cost

## PRO

Perfect For Growing Businesses

**\$15/Month**

\$180 billed annually

### All Basic Features +

- Premium Email & Phone Support
- Mobile App
- Facebook Ads Tool
- Contests & Sweepstakes
- 4 Facebook Fan Pages per Account
- 6 Custom Tabs per Page
- 6 Team Members

\* Include Setup Fee

\* Exclude Facebook Ads cost

## AGENCY

Ideal For Enterprise Business

**\$34/Month**

\$408 billed annually

### All Pro Features +

- Premium Templates
- Branding-Free
- Google Analytics
- White-Label
- Facebook Ads Training
- Premium Apps
- 10 Facebook Fan Pages per Account
- 8 Custom Tabs per Page

\* Include Setup Fee

\* Exclude Facebook Ads cost



### Further Information

Please Contact our Team  
(54) 123456 - Hunting  
(54) 123456 - Sales Team



### Flexible Campaign Budgeting

The primary benefits in digital advertising is the ability to measure our results in real-time and adjust our strategy, including our budget allocation, accordingly. We meet your situation!

# Case Study

Success Story

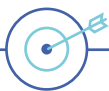


## C Client Logo

New and Stylish Kids Apparel.

### THE STORY

The American beverage brand promoted its products as the perfect food for breaking a fast, achieving a 50-point lift in ad recall—a huge achievement in the cluttered advertising period during Year End. Using local factors such as weather, holidays and charity events, we were able to personalize the content on Facebook pages across all of their local stores while maintaining a consistent national brand voice.



### CAMPAIGN STRATEGIES

#### Goals: "Encouraging Mom Shopping"

Understanding that many ecommerce business in USA, "company" aimed to boost sales for its online store and compete with large store. It also wanted to increase overall brand awareness among young mom in USA.



#### Tactical Campaign

- Ads
- Desktop News Feed
- Core Targeting
- Video
- Mobile News Feed
- Custom Audiences

It also wanted to increase overall brand awareness among women in Indonesia.

### EXCELLENT FEEDBACKS

One day after the campaign started, they got high engagement then boost with larger target to increase results.



**56 million**

People Reached  
During Campaign



**25-Point**

Lift in message  
Association



**20-Point**

Lift in ad  
Recall Among  
25-30-year-olds



**50-Point**

Lift in Ad Video  
engagement

“Accurate targeting and reach, we've seen a huge increase in traffic to our online stores. We're now more convinced than ever that we should use Facebook as our sole marketing channel.

**Mara Marunda**

CEO, BoroBoro



**YOUR LOGO**  
SIMPLE TAGLINE

[www.company.com](http://www.company.com)



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Empire State Building,  
New York Blv. 233  
USA 344



**Contact**  
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(54) 123456 - Sales Team  
[info@company.com](mailto:info@company.com)