



HOW FACEBOOK ADS WORK

DAK Media's handy Facebook Ad guide

How Can I Help?

I've completed an advanced Facebook Ad management course.

Let me take that stress off your shoulders and best optimize your ad management to get the results you need.

Facebook's paid ad platform will significantly expand your reach, increasing the visibility of your business versus posting only to your page.



2020 |

HOW WILL FACEBOOK ADS BENEFIT YOUR BUSINESS?

Facebook has nearly 2.5 Billion monthly users. All of which agree to give Facebook data about their interests, behaviors, and demographics. When you create a Facebook advertisement, you are given the opportunity to leverage this information to place an ad in front of your ideal customer.

- Only **2-5%** of the people who like your business page will see the posts you make on your page. While organic posting is important, it works differently than utilizing paid ads.
- Ads can be targeted to people in your immediate local area. Ads can be targeted to specific income earners, people with specific interests or jobs and much more.

Contact me: (708)207-0464 / dakmedia10@gmail.com

HIGHLY TARGETED FACEBOOK ADS

Most business owners understand the importance of advertising on Facebook, but usually do it wrong. They create a beautiful looking ad, post it, and hit the "Boost" button. While these ads will bring in many "clicks" and "likes," few convert to a "Qualified Lead" willing to submit their contact info so you follow up and get them in to your facility and/or purchase your product. The correct way to get the right customer to respond is by launching a targeted "**Lead Generation**" campaign.

THE CORRECT WAY TO GET THE RIGHT CUSTOMER

Almost 80% of American consumers say they have discovered products on this platform. **Why is Facebook the leading digital advertising platform in the world?** Because, there is a system to put you in touch with the very people that are seeking your services.

How is Facebook able to do this? Introducing: the **Facebook PIXEL**. The **PIXEL** is an amazing piece of code that is woven into every inch of Facebook, like an invisible web. It tracks every move a user makes; what they're reading, watching, clicking, submitting contact info for, whether they buy products & services, or just like to browse on Facebook. When an ad campaign is properly setup, Facebook uses the data from the **PIXEL** to optimize and create a highly targeted audience for the most affordable price.

My goal is to make your business more money and to take this aspect of marketing off of your hands. I will assume responsibility for implementing all of the components described previously in this guide as well as creating the copy that will be displayed in the ads themselves.

READY TO GET STARTED?

Click [HERE](#) to provide some additional information. We will contact you shortly after you have done so!

DAK Media

Generating leads is #1

Contact me: (708)207-0464 / dakmedia10@gmail.com

DAK MEDIA SERVICES & PRICING

Generating leads is #1

SET UP AND ORGANIZE YOUR FACEBOOK BUSINESS MANAGER & AD ACCOUNT

I help my clients set these accounts up on their end and add me as an admin. This allows me to access and help manage their business's Facebook page as well.

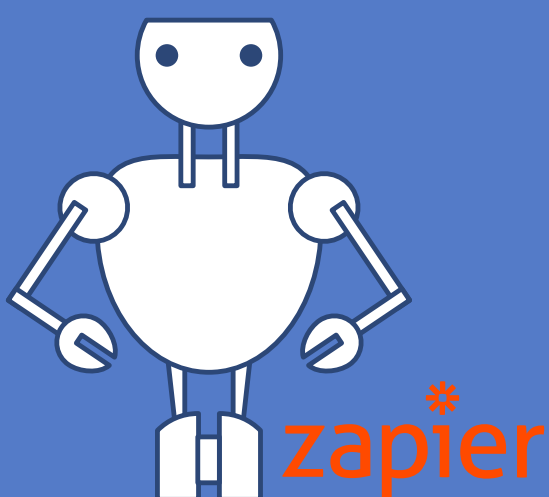


BUILD THE AD

Here, we craft an offer that will be of value to leads. We add compelling copy and images that best represent your business/offer.

BUILD THE LEAD FORM

The Lead Form is what leads see once they click on the ad. We decide what information you'd like to collect. A name, phone number, and email address are usually sufficient.



AUTOMATION

I am a firm believer in automation and taking as much out of your hands as possible. I use a tool called Zapier. As soon as a customer opts in to the offer and enters their contact information, Zapier allows me to have that information texted or emailed to you so you can follow-up with them immediately.

PRICING



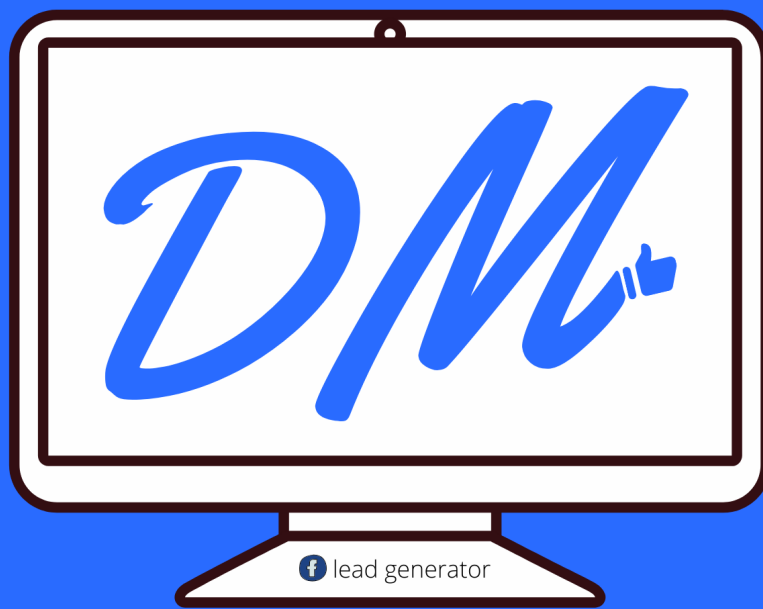
\$1,000 base fee per month. This includes building your sales funnel, audience research, targeting research, and setting up your campaign.

It also includes actually running your ads, checking them daily, adjusting targeting, scaling budgets, and basic website/social media consultation.

AD SPEND

Select your daily budget. You decide this. You will pay Facebook directly for your ads. I will be running them!

For generating leads, spending \$15-20/day is a good starting point to see results quickly and you can adjust from there depending on your budget and results. (this is separate from the \$1,000 monthly retainer fee).



MY GOAL IS TO MAKE YOUR BUSINESS MORE MONEY AND TO TAKE THIS ASPECT OF MARKETING OFF OF YOUR HANDS. I WILL ASSUME RESPONSIBILITY FOR IMPLEMENTING ALL OF THE COMPONENTS DESCRIBED ABOVE.



Reach out to me at:
dakmedia10@gmail.com
m.me/dakmedia10
708-207-0464