## Reach New Heights
With Search Ads
(Minimum $300 spend)

Supercharge your advertising game with search ads, putting your brand in front of a highly engaged audience. Our seasoned digital advertising strategists meticulously select keywords, ensuring your ads reach those seeking your products or services. Say goodbye to wasted efforts and hello to laser-focused targeting, driving maximum impact and delivering unparalleled results for your business.

Amplify Your Voice
With Social Ads
(Minimum $500 spend)

Unleash the power of social media advertising, where cost-effectiveness meets precision targeting at its finest. With an array of targeting options at your fingertips, you're in control. We will craft your ideal audience based on demographics, interests, location, relationship status, education, household income, and life events.
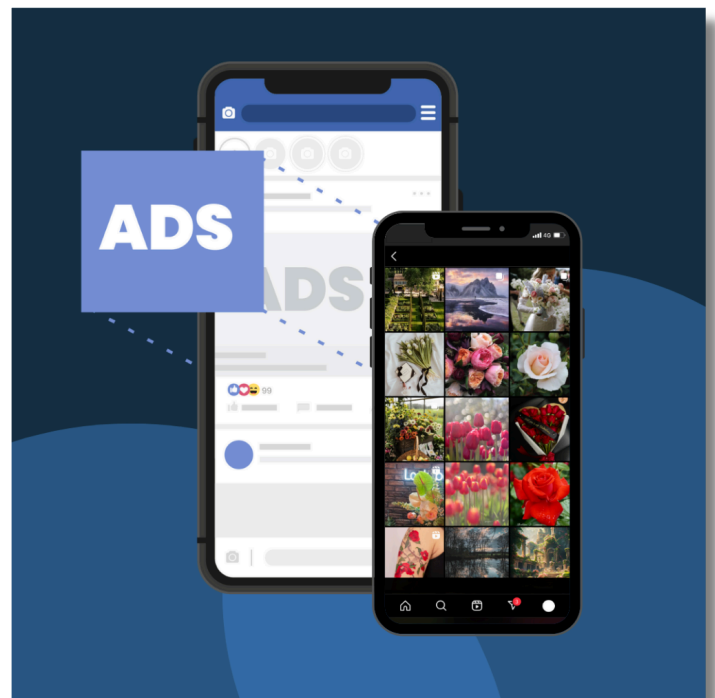
Capture More Audiences With YouTube Ads
(Minimum $300 spend)

Unlock the potential of YouTube, a platform that merges the qualities of a search engine with the connectivity of a social media platform. Tap into a goldmine of potential customers actively seeking information and eager to engage. Harness the power of YouTube's robust video metrics, providing invaluable insights into viewer behavior and preferences.

Live Digital Ad Reporting & Insights
Advertising Intelligence brings your clients' ad campaigns under one roof so you can see what's working across various platforms. Uncover recipes behind rockstar campaigns, pinpoint what's making your clients money, and use automation to stay on top of reporting.

GREENstick
Business • Empowerment • Transformation

Google
ADS

Digital Ads:
Campaign
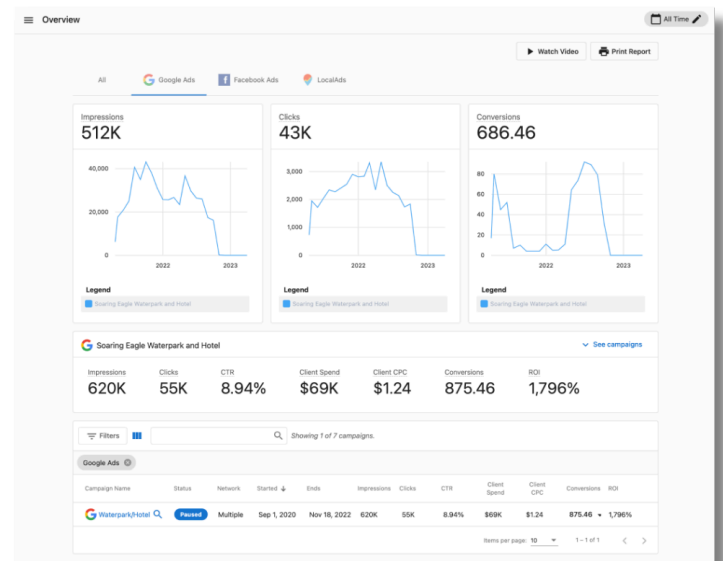
A quick guide to Digital Ads

Awareness: *Trying to reach a large amount of targeted users*

Display Retargeting

✅ Comprehensive targeting options online and offline.

✅ Most cost effective

❌ Lowest conversion rate

Engagement/Education: *Differentiating your offering from your competition*

Video Advertising

✅ Cost Per View: Only pay for users who watch video or click.

✅ Video ads have much stronger retention of message (~3x).

❌ Does not drive a lot of immediate action.

Social Advertising

✅ Users are able to interact and share your brand or message.

✅ Opportunity for more education with ad types that include video or longer copy

❌ High competition depending on the vertical.

❌ Audiences can be limited within niche segments

Conversion: *Generating inbound actions (Calls, Form Fills, etc).*

Search Advertising

✅ Highest average conversion rate

❌ Least targetable

❌ Can be difficult to reach B2B audiences

Social Advertising

✅ Ability to optimize a campaign for a specific action (Purchase, Lead, Add to cart).

✅ Wider range of ad types (Lead forms, Carousel, Video, Image)

❌ High competition depending on the vertical.

❌ Audiences can be limited within niche segments

Guide to Targeting Options

Display Retargeting

Location Targeting: City, state, country, zip code/radius.

Competitor Targeting: Target your competitors' clients.

Category Contextual: Targeting on sites with content relevant to your industry.

Keyword-level Contextual: Targeting content with terms relevant to your industry.

Keyword Search Retargeting: Targeting terms relevant to your industry.

Site Retargeting: Targeting users who have previously visited your website as they surf the web.

Behavior & Demographic Targeting: Targeting users based on demographics or interests.

Video Advertising

Location Targeting: City, state, country.

Behavior & Demographic Targeting: Targeting users based on demographics or interests.

Keyword: Targeting terms relevant to your industry within Youtube search.

Specific channels & topics: Targeting content on videos/channels relevant to your industry.

Social Advertising

Location Targeting: City, state, country, zip code/radius.

Behavior & Demographic Targeting: Targeting users based on demographics or interests within Facebook/instagram Site-retargeting

Custom audiences: CRM lists, Lookalike audience targeting

Engaged Users: Target based on users interaction with your Pages or Posts

Search Advertising

Location Targeting: City, state, country, Zip/Postal Codes and a radius surrounding a city or Zip/Postal codes..

Keyword: Targeting terms relevant to your business and services you offer.

Platforms: Google and Bing.

Digital Ads: Campaign

2024 - 2025 Digital Advertising Benefits & Features

Minimum Ad Spend (USD)	$300 - $499/month	$500 - $999/month	$1000 - $2999/month	$3000 +/month
Management Fee	30% added to monthly ad spend			
Platform Choices	1	1	Up to 2	Up to 3
Platforms	Google Search Only	• Google/Bing Search • Facebook/Instagram	• Google/Bing Search • Facebook/Instagram • Display Retargeting • YouTube Video	• Google/Bing Search • Facebook/Instagram • Display Retargeting • YouTube Video • LinkedIn
Strategy Call with Ads Specialist	-	-	• Month 1 • Month 3 • Every Quarter	Every month
Campaign Edits	-	1	1	2
Advertising Intelligence Reporting	✅	✅	✅	✅
Custom Optimization	Ongoing and as needed based on performance	Ongoing and as needed based on performance	Ongoing and as needed based on performance	Ongoing and as needed. Recent major updates to be reviewed on strategy call
Campaign Audience Segments	Up to 4	Up to 5	Up to 6	Custom
Platform Details				
Google/Bing	• 1 campaign • 2 ad groups (Google only)	• 3 campaign • 6 ad groups	• 2 campaigns • 6 audiences • 8 ad versions	• 4 campaigns • 8 audiences • 12 ad versions
Instagram/Meta	-	• 1 campaign • 4 audiences • 3 ad versions	• 2 campaigns • 6 audiences • 8 ad versions	• 4 campaigns • 8 audiences • 12 ad versions
YouTube/Display Retargeting	-	-	• 5 campaigns • 10 ad groups	• 8 campaigns • 15 ad groups
LinkedIn	-	-	-	• 2 campaigns • 4 audiences

What to Expect Next!

> If this is your first campaign order, here is everything that you can expect from running a digital ads campaign with our team.

1-2 Business Days*

An **Order Confirmation Email** will be sent to confirm the receipt of your order. Information on required fields in the fulfillment form, access requests, and tracking tags will need to be included in your response as it's required for us to build out a successful campaign.
IMPORTANT: Our team will not be able to begin work on your campaign until all missing information and required access have been provided.

3-4 Business Days*

after completion of the fulfillment form

Campaign build: Our Ads Team will work on ad elements using the information submitted with the fulfillment form and we will share them with you once complete. This also applies to creative ordered with the Digital Ads: Creative product.
You can expect a pre-launch call from our team on Day 3; on this call we will discuss the completed ad copies and pending items for your campaign.

IMPORTANT: If your ad spend is above $500, one round of revisions can be submitted by replying to the email. You will need to include all of your comments and edit requests in a single email. This includes: Landing Pages, Creative, and Ad Copy.
Additional revisions to the creative will incur a $60 additional creative fee. **Note:** *We* **do not** *recommend changing ad creatives or promotion on a monthly basis since this will negatively affect campaign performance.*

5 Business Days*

Your Campaign is now LIVE: You will receive a confirmation email.

IMPORTANT NOTES:
- The campaign build timeline of 5 business days begins from the day our team gets all required access and information.
- Timelines may vary based on your responsiveness and delays in providing the required assets.
- **Timeline is considered paused while waiting on your response**. We will send 4 reminders when waiting on you, and if no response is received, the campaign will be set live for Google & Bing Ads, Display Retargeting Ads. For Facebook and YouTube, campaigns will be terminated until we receive access.

BILLING: You will be charged for the set-up fees and first month of the campaign at the time of order. The campaign will auto-renew, and will charge on a monthly ongoing basis on the campaign launch date.

Post-launch Proof of Performance

Reporting

We will connect your campaign to **Advertising Intelligence** once the campaign is launched (5 Days post launch). All Reporting notes will be available in Task Manager. *Advertising Intelligence is a reporting dashboard that can be accessed from Partner Center on an ongoing basis to provide you with results throughout the entire campaign period.*

Optimizations

Optimizations are done on campaign spend basis and will be outlined on the product page and during your pre-launch call with the ads team. You will be able to find all optimization and insight notes regarding your campaign in Task Manager.

Quality Assurance Schedule

Round 1
Before Campaign Launch

A quality assurance check is completed by our team after the ad copy is finished and before the campaign is launched.

Round 2
4 Business Days After Launch

The team will complete a second quality assurance check on the fourth business day to ensure the campaign is pacing properly.

Round 3
14 Business Days After Launch

A third and final quality assurance check is performed on business day 14. Optimizations will then be conducted on a monthly basis.

DISCLAIMER
We ensure campaigns are delivering and performing on a regular basis, however, these in-depth QA processes are complete on the above cadence to ensure budget is allocated properly and performance is optimized.

Ending a Campaign

Campaign End

The campaign will continue to run until the service is canceled by you. If you want to cancel a campaign, you need to deactivate the campaign product and corresponding add-ons within Partner Center and notify the Ads Team via email. We will schedule the campaign to complete at the end of the current term month and exhaust all remaining unused ad spend. We **do not** offer refunds for unused ad spend.
For cancellations, we require a 5 business day notice before your monthly billing date and you will have to cancel the products on the platform.

Advertiser's Logo

In order to create banner ads and landing pages for your campaign, we require your logo. (Minimum 250px wide, Prefer PNG, EPS, Ai, or PSD files)

Images

Images are an extremely important element to making your campaign a success. We recommend a 1-3 minimum of high resolution images related to the promotion you are offering.
Image size: 1,200 x 628 pixels
Image ratio: 1.91:1

Promo and Slogan

Ads perform **significantly better** when we have a promotion attached. What we need is a short, concise slogan and/or promotional offering that is 2 sentences maximum length (unless otherwise specified).

We allow for one round of edits on the ads that we produce. You can revise the ads once in a 3 month period. Please allow for 2 business days for changes.

Facebook Admin Access

If you have ordered a campaign that includes advertising on Facebook, we will need access to the Facebook Page to be able to run the campaign.

Our team will send a request from our Facebook Business Manager.

1. Navigate to the page
2. Click **"Settings"** in the top bar menu
3. In the "**Settings**" menu select Page Roles on the left-hand side of the page
4. Once in the Page Roles Menu, the admin will see the request *(user will need to scroll down to view the request)*. Click "**Respond To Request**", "**I Give Digital Agency Access To My Page**", "**Approve Request**", then enter their Facebook Password and click "**Submit**".

Done! We now have access to run advertisements for you on Facebook
<u>Note: Once sent, the request may take up to a day to be transmitted</u>

Install a Code on Website

Depending on the goals of the campaign, we may need to install a snippet of code on your website. This will allow us to track phone numbers, conversions, and more. These may look intimidating, but any webmaster will be able to install them with our given instructions.

Wordpress Website GTM Installation

1. Install and activate the plugin, "Insert Headers and Footers."
2. Click on the Insert Headers and Footers tool in WordPress Settings.
3. Paste the code Google gave you to install the tag manager in the Header field.
4. Click the "Save" button on the bottom right to keep the script.

Wix Website GTM Installation

1. Log in to your Wix account.. Click on Manage Site.
2. Navigate to the Tracking & Analytics tab shown on the left-hand side panel.
3. Click +New Tool on the top right of the page.
4. Click the Google Tag Manager option from the drop-down menu.
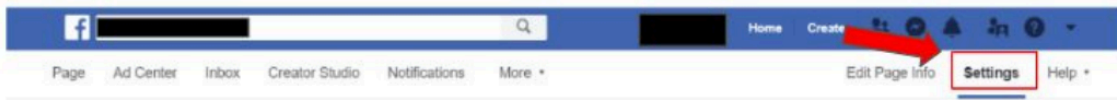5. Paste The GTM ID (GTM-XXXXXXX)

Facebook Admin Access

If you have ordered a campaign that includes advertising on Facebook, we will need access to the Facebook Page to be able to run the campaign.

Our team will send a request from our Facebook Business Manager.

1. Navigate to the page
2. Click **"Settings"** in the top bar menu

3. In the "**Settings**" menu select Page Roles on the left-hand side of the page
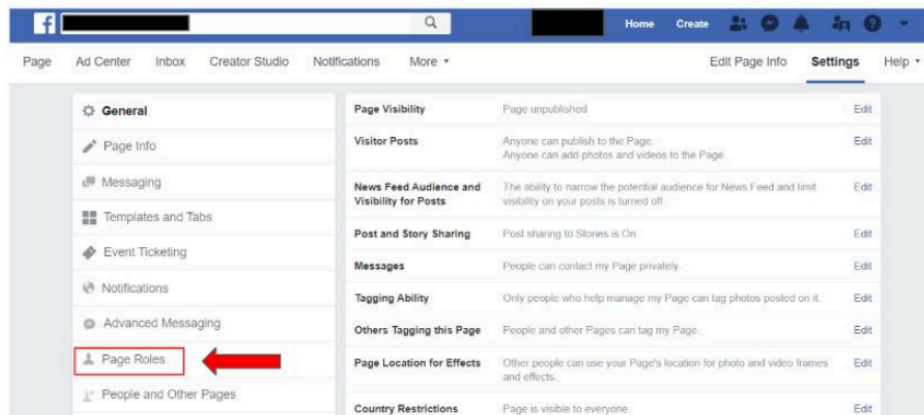
4. Once in the Page Roles Menu, the admin will see the request *(user will need to scroll down to view the request)*. Click "**Respond To Request**", "**I Give Digital Marketing Services Access To My Page**", "**Approve Request**", then enter their Facebook Password and click "**Submit**".

Done! We now have access to run advertisements for you on Facebook

Note: Once sent, the request may take up to a day to be transmitted

Install a Code on Website

Depending on the goals of the campaign, we may need to install a snippet of code on your website. This will allow us to track phone numbers, conversions, and more. These may look intimidating, but any webmaster will be able to install them with our given instructions.
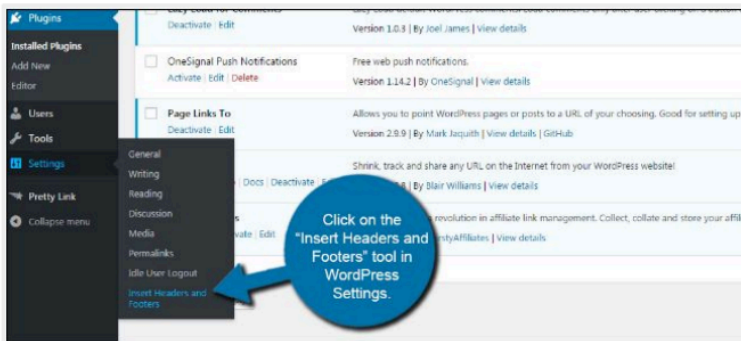
Wordpress Website GTM Installation

1. *Install and activate the plugin, "Insert Headers and Footers."*

3. *Paste the code Google gave you to install the tag manager in the Header field.*
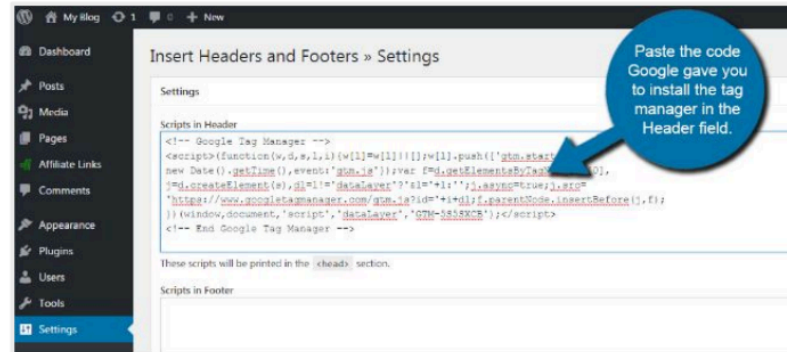
2. *Click on the Insert Headers and Footers tool in WordPress Settings.*

4. *Click the "Save" button on the bottom right to keep the script.*

FAQs

How am I billed for these campaigns?

All campaigns are billed for Month 1 at the time of order, and will automatically renew monthly ongoing on the anniversary date of the order.

Example:
January 1st - Campaign is ordered. You are charged a one-time setup fee, monthly management fee, and wholesale ad spend for the first month.
January 9th - Campaign is launched.
February 1st - You are charged for the second month of the campaign and the monthly management fee.

Campaigns will aim to spend the full amount for the month once the campaign launches. However, any unused spend will be rolled over to the next month.

How often can I make changes to my campaign?
Campaigns running on $500-$2999 or $3000+ budgets may get 1 or 2 rounds of free revisions, respectively.

After launching the campaign, we recommend waiting 3 months before making any edits to the promotion, goals, creatives, etc., as those changes will impact the progress of the campaign. Continous updates to your website are encouraged; all campaigns are optimized to drive qualified traffic to your website.

During this time, our specialists will be optimizing the campaign and may make minor adjustments to the ad copy, targeting, bids, etc.

For creative edits that fall outside of this realm, you may purchase the Hourly Charge add-on at $100 to make adjustments to the campaign.

What is the cancellation/refund policy?
All cancellations must have a 30-day notice period. If the cancellation is submitted at the last minute and the renewal happens, we will run the campaign for the amount that was renewed until the end of the month. When that request is made, the digital ads team will spend the remainder of the ads dollars for that cycle, and they will not run the campaign the following month.