Digital Advertising

Timeline: Standard Launch

We can set up and optimize your campaigns while providing proof-of-performance reports.

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. Any missing information on required fields in the order 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 the deliverables have been sent to the team**

Campaign build: Our Ads Team will work on ad elements using the information submitted with the order 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. If we don't hear from you, we will continue to launch your campaign on Day 5.

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.*

Please note that if no response is received within 2 business days, we will set your campaign live on Day 5 from the date your order was received.

5 Business Days*

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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.

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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
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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.
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.

Digital Advertising
Fully Managed Services

We can set up and optimize your campaigns while providing proof-of-performance reports. Outsource work to our team, reduce your costs, and sell more advertising solutions.

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
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."
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)

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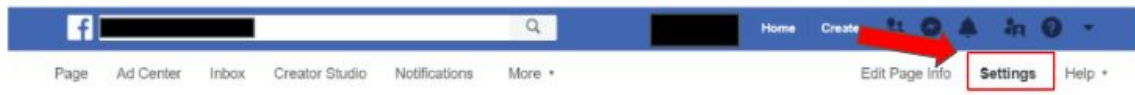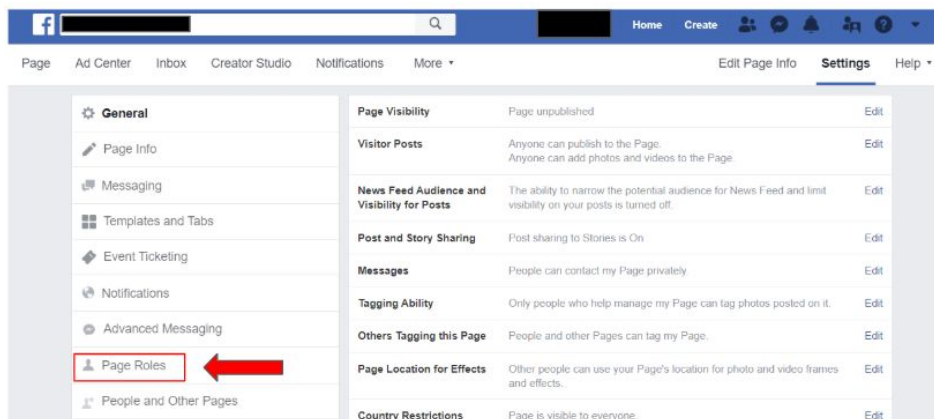
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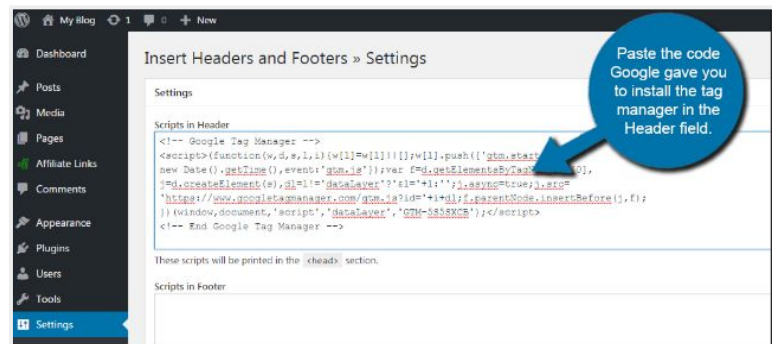### Install a Code on Website

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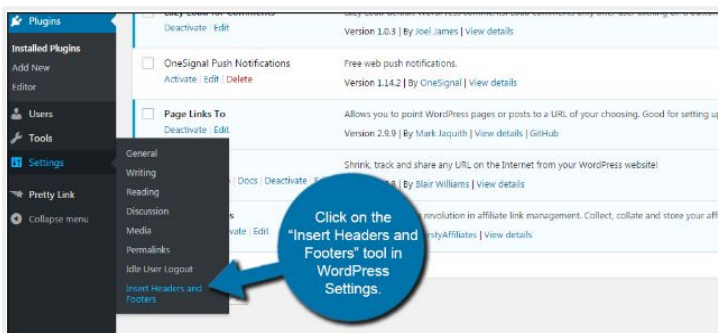
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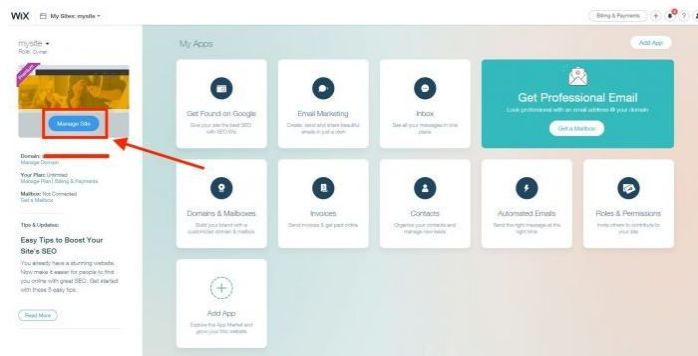
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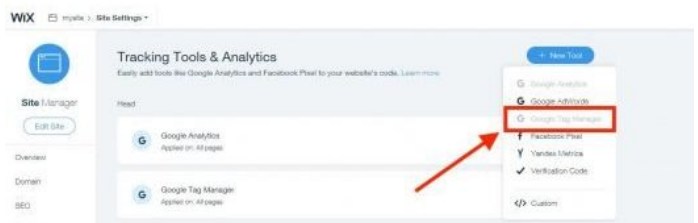

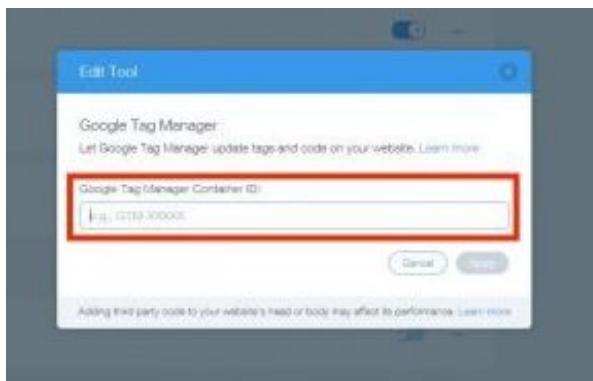2. *Navigate to the Tracking & Analytics tab shown on the left-hand side panel.*
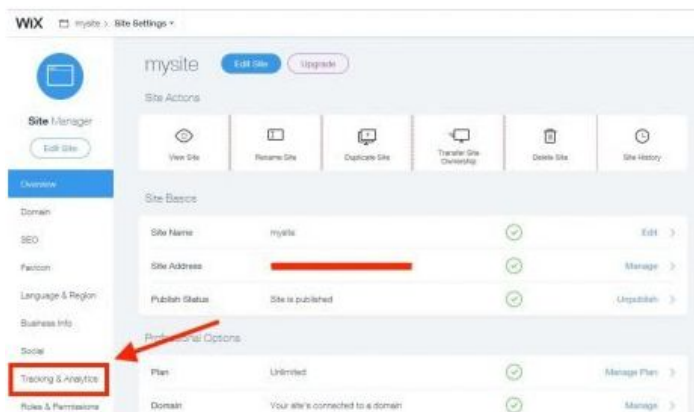
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STEPS

1. Go to your site's **Marketing Integrations** tab.
2. Go to Google Tag Manager and click **Go For It.**
3. At the top right click **Connect** Google Tag Manager.
4. Enter your Google Tag Manager **container ID**.
5. Click **Save**.

Digital Advertising
Fully Managed Services

A quick guide to Digital Ads

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

Display Retargeting

✅ Comprehensive targeting options online and offline.	❌ Lowest conversion rate
✅ Most cost effective	

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

Video Advertising

✅ Cost Per View: Only pay for users who watch video or click.	❌ Does not drive a lot of immediate action.
✅ Video ads have much stronger retention of message (~3x).	

Social Advertising

✅ Users are able to interact and share your brand or message.	❌ High competition depending on the vertical.
✅ Opportunity for more education with ad types that include video or longer copy	❌ 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).	❌ High competition depending on the vertical.
✅ Wider range of ad types (Lead forms, Carousel, Video, Image)	❌ 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.