MatchCraft Managed Ads Campaign
Do-It-With-Me Solution

Work with our talented professionals to create an effective online advertising campaign for your business.

What to Expect Next:

Fulfillment Form

Client Requirements
To ensure a smooth and efficient process, please fill out the order and fulfillment form with as much detail as possible. This will help streamline the entire experience.

Based on the type of campaign, the client will need to provide the following items:

For Facebook/Instagram Advertising
- Necessary access to approve Meta Business Manager Requests
- 1:1 Ratio and 1080 x 1080 pixel resolution images
- A Meta Pixel (for Facebook Ads)

For Google Advertising
- Add analytics@localmarketpage.com as an admin user.
- Images:
  - 728x90 (Leaderboard)   - 300x250 (Medium banner)
  - 300x600 (Half Page)   - 160x600 (Wide Skyscraper)
  - 320x50 (Mobile leaderboard) - 300x50 (Mobile banner)

Timeline: We'll review the order and send a confirmation email within 2 business days.

Onboarding Call

Client Requirements
In the confirmation email, you will receive a booking link to schedule the onboarding call. This call is an opportunity for the you to provide us with any information about the campaign.

You can prepare for this call by confirming the your desired campaign and advertising goals.

Timeline: This call can be booked with our team in as little as 1 business day, depending on client availability.

Campaign Build and Revisions

Client Requirements
Our team will start building the campaign based on the information received in the fulfillment form and the onboarding call. If these all the details have been received by our team, there are no other requirements of you in this step.

Timeline: We will create the campaign for review and approval within 5 business days from the date of the onboarding call.

Campaign Launch

Client Requirements
When our team shares the updated campaign with you, please approve it as soon as possible to ensure we can launch the campaign efficiently.

Timeline: Once the approval is received by our team, we will set the campaign live within 5 days. Campaigns will not be set live without your approval.

Documentation for Your Business

Process Expectations

Now, it's time for the fun part—building your advertising campaign!
Here's what you can expect:

Onboarding Call & Building Your Campaign

The onboarding call is our opportunity to chat with you about the type of campaign fits your needs.

Next, you can sit back and relax as our advertising professionals create a campaign that best represents your business or promotion. We'll incorporate your focus for the campaign, like a promotion or discount, your preferred target audience and important keywords to help drive results for the campaign.

Revisions

This portion of the process may be the most important, because we want to make sure that you are thrilled with the campaign we build for you. To help us do this, we request that you help us complete **one** major round of revisions to your campaign. This helps keep us on track to launch the campaign in a timely manner.

Setting the Campaign Live

Once we've made the changes and implemented our thorough quality assurance process, your campaign will be shared one more time for a final approval before setting the campaign live. Whenever possible, we want to launch a new campaign within 30 days to ensure you see results as soon as possible.

Ongoing Support

Once we've successfully launched your campaign, our team will connect the campaign to our Advertising Intelligence tool. This reporting dashboard can be accessed directly from Business App and will provide you with results throughout the campaign period.

Campaign optimization and quality assurance is conducted post-launch on a consistent basis to ensure the campaign is pacing properly, the budget is allocated appropriately, and the performance is optimized. These steps will continue on a monthly cadence until the campaign is terminated.

Key Terms

Ad groups: To ensure message relevance and targeting precision within a campaign. Ex) "Who is this for, and what specific message should they see?"
Ad versions: Variations of messaging, visuals, or formats designed to test performance. Ex) "What should we say, and which version performs best?"
Audiences: An audience is a defined group of users you want to target (or exclude) based on characteristics, behaviors, or prior interactions. Ex) "Who are we trying to reach (or avoid)?"
Campaigns: To define the strategic goal and constraints of an advertising effort. Ex) "What are we trying to achieve, and how much are we willing to spend to achieve it?"

Documentation for Your Business

Process Expectations

Okay the campaign is launched! But wait, there's more. Here's what happens post-launch: Here's what you can expect:

Ongoing Support

Reporting: Once we've successfully launched your campaign, our team will connect the campaign to our Advertising Intelligence tool. This reporting dashboard can be accessed directly from Business App, and we encourage you to review your results as you please throughout the campaign period.

Quality Assurance: Quality assurance measures are conducted pre- and post-launch to ensure the campaign is primed to help you get the best results possible. Our team will complete a quality assurance check approximately 4 business days and 14 business days post-launch to confirm that the campaign is pacing properly.

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.

Optimizations: By optimizing your campaign, our team can work to ensure the campaign is pacing properly, the budget is allocated appropriately, and the performance is optimized. We will conduct a post-launch check within 48 hours of launch to ensure everything is working correctly. Then, we'll perform the same optimization checks on a monthly cadence until the campaign is terminated.

Budget Increases: Sometimes, campaigns are running really well and garnering incredible results. In cases like these, it can be advisable to increase your campaign budget to drive more awareness or conversions.

Ending the Campaign

The campaign will continue to run with the same monthly budget and ongoing optimizations as were established in the first month. As such, **the campaign will continue to run until the service is cancelled by you**. Please be sure to cancel this service five business days prior to the renewal date to allow our team to complete the project effectively on your behalf.

Terminating a campaign means cancelling the associated products on the platform. Our team will ensure the campaign is turned off at the end of the current month's term, and will exhaust all remaining unused ad spend. We do not offer refunds for unused ad spend.

Documentation for Your Business
Process Expectations

Here are a few other little odds and ends that you should probably know.

Service Limitations
There are a small number of factors that prevent us from producing a great ad campaign for you. With your help, we can avoid these circumstances and deliver an end-result that you're happy with.

1. Results Guarantees
Unfortunately, we cannot guarantee that an advertising campaign will yield certain results. We can implement certain strategies that will promote best practices and should prompt better results, but due to the unpredictable nature of platform algorithms, it would be unethical to promise results that cannot be guaranteed.

2. Optimizations
Automated bidding, built-in budget management, and smart optimizations allow for campaigns to be edited and optimized as they progress, making the most of your ad spend within the platform. Campaigns will be optimized according to your goals, budget, and platform needs.

2. Audience Segments
An audience segment narrows the target audience into subgroups to deliver more tailored messaging. They can be based on geographic location, gender identity, income, and more. Depending on the ad spend tier, you will get 4-6 audience segments.

Additional Factors to Consider

1. Campaign Changes
Making changes after the campaign is launched is not ideal. Unless it is crucial that these adjustments be made, we might recommend that we hold off on making them until a minimum of 5 weeks have lapsed to ensure the campaign can run as effectively as possible. Once changes are made, though, our team needs to spend the next few weeks optimizing the campaign again.

2. Campaign Assets
In order to build a successful advertising campaign, we need four assets.
- **Advertiser's Logo:** Minimum 250px wide, preference for PNG, EPS, Ai, or PSD files.
- **Images:** 1-3 high resolution images related to the promotion you are offering.
  - Image size: 1,200 x 628 pixels
  - Image ratio: 1.91:1
- **Promotion & Slogan:** Ads perform significantly better when we have a promotion attached. Please provide a short, concise slogan and/or promotional offering that is 2 sentences maximum length (unless otherwise specified).
- **Website Link:** Please provide us with a hyperlink where you'd like your interested customers to find more information about your business or promotion.

3. Fluctuating Timelines
We do our best to launch your campaign as quickly as possible, but we also know that we can't launch the campaign without ironing out every important detail first. By ensuring you complete the fulfillment form fully, we can ensure your campaign launches far more seamlessly.

Documentation for Your Business

Process Expectations *for Add-Ons*

1. Boost (one-time)

This service provides you with a one-time boost in ad spend, which can help generate more views, clicks, conversions, and calls. This add-on is ideal to create flexibility around short term promotions and campaigns.

The additional spend can be added in the current campaign cycle, as long as our team has 2-3 business days' notice to execute the increase. If the full amount is not spent within one campaign cycle, the remainder will be applied to the following month.

2. Call Tracking

Our team will set up one forwarding number for your business to help track the calls coming from your campaigns. With this service, you can identify how many leads are being generated per campaign and listen to call recordings within the 500-minute monthly limit.

Call tracking is an excellent way to prove ROI because you get a chance to understand which campaigns are performing well and resonating with potential customers.

3. Landing Page

Landing pages can complement your campaign and encourage your target audience to take an action like filling out a form, making a phone call, or visiting a store. A well-designed landing page can increase conversion and, consequently, improve ROI.

Our team will build a landing page to leverage your campaign and help you achieve your goals. In order to make the landing page look professional, we require a high-resolution logo and images, but we can also use stock photos as needed.

4. Strategy Call: Monthly

This service consists of a monthly 30-minute call with an ads strategist to discuss your campaign's strategy and performance.

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Consider these easy-to-follow instructions to help you share page access, install GTM codes, and more, as necessary.
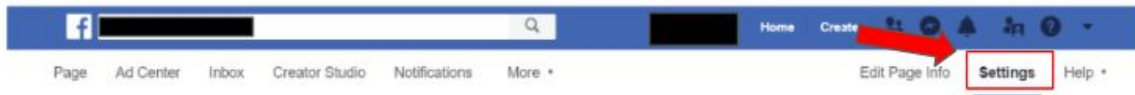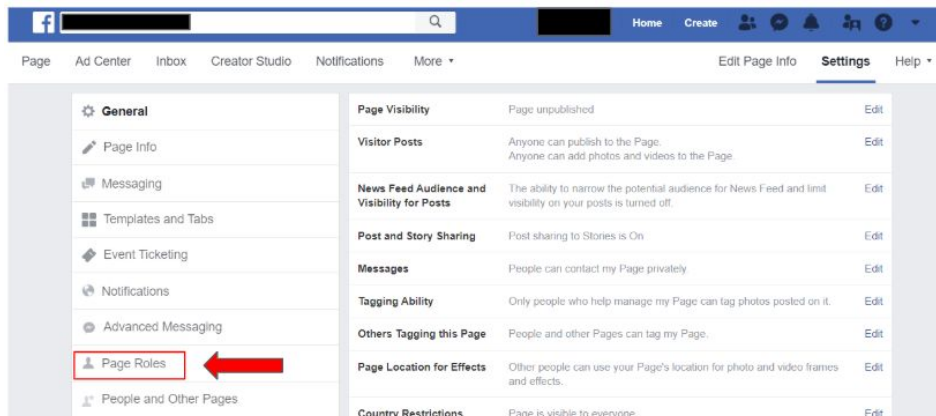

Facebook Admin Access
If you have ordered a campaign that includes advertising on Facebook, we will need access to the Facebook Page to be able to run the campaign.

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 your 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.

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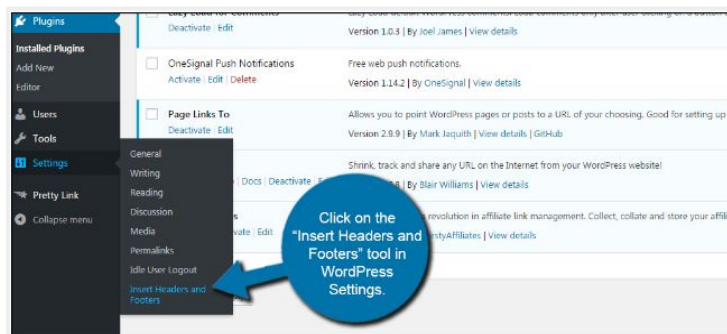
Install a Code on the Website

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
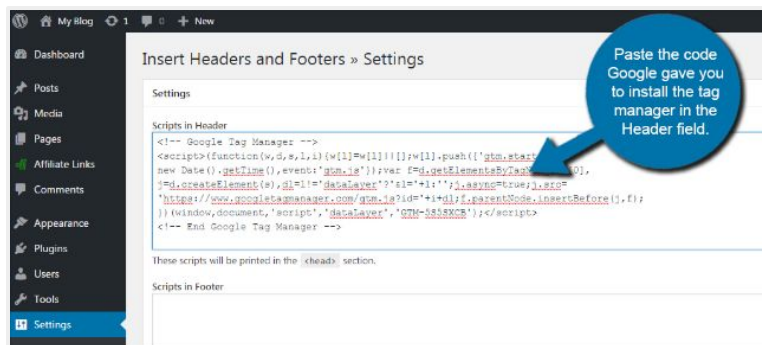
Wordpress Website GTM Installation

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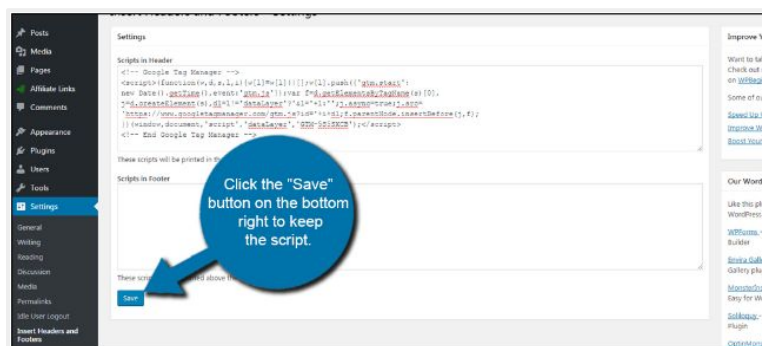

2. Click on the Insert Headers and Footers tool in WordPress Settings.

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.

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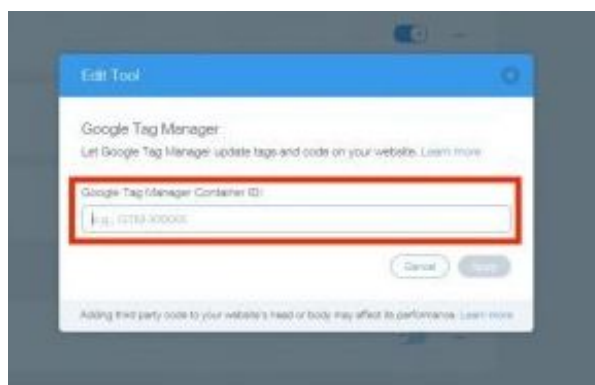
Wix Website GTM Installation

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.
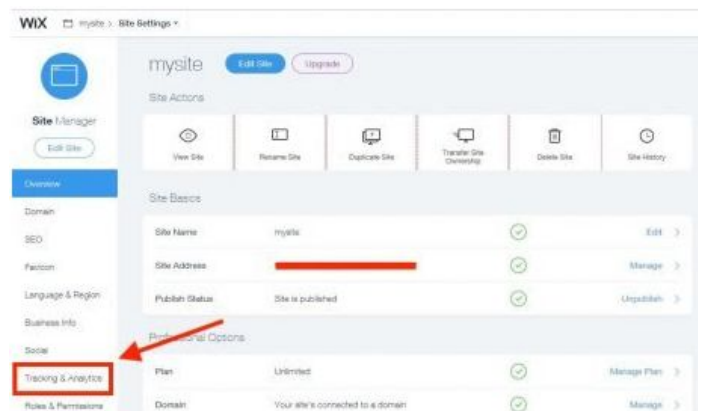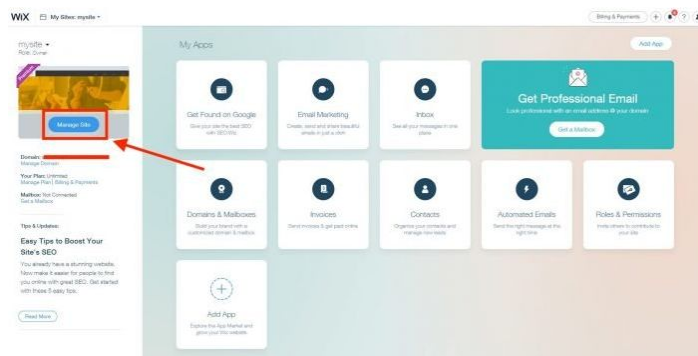
3. Click +New Tool on the top right of the page.

4. Click the Google Tag Manager option from the drop-down menu.
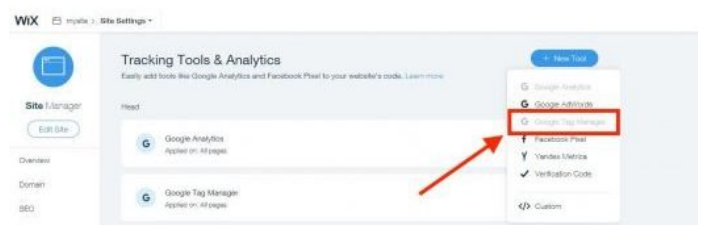
5. Paste The GTM ID (GTM-XXXXXXX)

Frequently Asked Questions

Billing Details

How will I be charged for this product?
This service charges a one-time setup fee, a monthly management fee which is calculated as a percentage of the spend, as well as the selected ad spend amount. Upon initial activation, you will receive a charge for the first month's spend, the management fee, and the setup fee. The following month, you will only be charged the ad spend amount and the management fee.

The **setup fee** is the one-time cost of creating and launching the campaign. It includes the creation and quality assurance of the ad, the setup and verification of the tracking code, the audience research, and the campaign audit and launch.

The **management fee** is a percentage charged on top of the monthly ad spend. This fee ensures our team can optimize, analyze, and report on the campaign each month.

What if I want to add budget to, pause, or cancel my campaign?

The ad spend budget that is agreed upon will always be exhausted before the campaign is put on hold or canceled. We will not offer any refunds for unused ad spend. We also request that all spend change requests and cancellations are provided with a 5-day notice period to ensure we can pause or cancel the account correctly.

If the change request is submitted at the last minute and the campaign renews, we will run the campaign for the amount that was renewed, and the spend change request, pause, or cancellation will be in effect for the following month.

How does the management fee work when I increase ad spend? Or add a spend Boost?
The management fee is a percentage based on the wholesale ad spend, and added on top of the spend. If the ad spend increases, you will see the exact dollar amount you will be charged for the management fees, whether this change comes from a Boost or Additional Spend.

What is the cancellation or refund policy?

All cancellations must be made 5 days prior to the renewal date. If the cancellation is requested after this cutoff, the renewal will occur and we will run the campaign for the amount that was renewed until the end of the month.

When the cancellation request is made, our team will spend the remainder of the ads dollars for that cycle, and they will not run the campaign the following month.

Frequently Asked Questions

Campaign Details

Do you have any examples of ads your team has done before?

Of course! You can find a variety of examples of projects we've completed in the past on this website.

How is the "Expert's choice" platform decided?

The platform(s) for "Expert's choice" will be selected by our ads analyst and specialist teams based on expert opinion and research to best achieve the goals you've laid out. We'll also take into account the vertical, budget, and the product or service being advertised.

Do you provide stock images for Meta & Instagram?

We can absolutely provide stock images if requested and required. However, we recommend that you provide professional images of the business to ensure an authentic and engaging campaign.

Can you help create attractive graphics for my campaign?

We would be happy to! Reach out for all the details related to this service.

Can you run my campaign without Meta Business Manager access?

Unfortunately, no. In order to run and manage social campaigns our team will need access to the local business's Meta Page through Meta Business Manager. Please ensure you have the necessary access to approve Meta Business Manager Requests.

If I am already using a Meta Pixel, are we able to continue using this?

To use your own Meta Pixel, you will have to add our Business Manager ID to the Pixel. This ID number will be provided by our team upon request.

Do you support ads on Google Maps?

Yes, local search ads can show on Google Maps after the owner of the Google Business Profile (GBP) authorizes access to the platform.