



# Ads Proposal for CI Protection Services

By [Bill Gaize](#)



# Quick & Effective Marketing Strategy



# About me

I'm Bill, a full-stack MERN developer with 5+ years of experience in e-commerce, B2B integrations, and specifically Shopify stores. These corners of the tech world have given me extensive experience with Google and Meta Ads in the **Chilean market** and beyond. I've collaborated with successful businesses like Greenglass.cl, thebluelab.cl, murphfitness.cl, and nup.cl.



The BlueLab®

NUP!  
QUP!

**What we want...**

# Driving Growth for CI Protection Service

1

## Increase traffic

Increase targeted traffic to CI Protection Services'

2

## Get Leads

Generate high-quality leads that convert into loyal customers.

3

## Cross-sell

Explore cross-selling opportunities with existing clients to maximize ROI.

4

## Train you

These is your campaign, I will show you how to scale it, modify and own it after we implemented it.

**How to do it:**

# A Strategic Approach

**Under-  
stand**

your ideal customer

**Build!**

targeted ad campaign

**Empower\***

you to own these ads

**Analyze/**

performance.

# Timeline

- **February**

1. Accept proposal
2. Get accesses
3. Have a kickoff meeting

- **March**

1. Develop campaign
2. Get feedback and agree launch

- **April**

1. Launch, monitor and optimize.
2. Analyze performance.

# People

POC will coordinate all with your team or person who will be approving all.

Group chat + Recurrent meeting is needed.



**Bill**

Main Point of Contact  
from Tech Solutions.



**CI Manager**

# Pricing

Professional services for managing / planning / set up the campaign is CLP 500,000 for this project. For ad spending I recommend starting around CLP 500,000. This can be adjusted up or down depending on your budget and how broadly you want to reach your audience. CLP 500,000 is a good starting point to build brand visibility.

The best way to market your services is to understand how you client looks before they realize they need you

# Thank you for listening

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