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CMS

HTML

**Your
Gateway to
Digital
Success!**

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Description	Silver	Gold	Diamond	Platinum	Enterprise
Social Media Page setup	✓	✓	✓	✓	✓
Package Everything you need to get started with social media marketing.	✓	✓	✓	✓	✓
Post Frequency Per Week	3 Posts	4 Posts	5 Posts	6 Posts	unlimited
Post frequency per month	12 Posts	16 Posts	20 Posts	24 Posts	unlimited
Content scheduling and publishing	✓	✓	✓	✓	✓
High quality Graphics Design	✓	✓	✓	✓	✓
Video/Photography Advertisement (complete video production with shooting & editing 1 per month)	1 video	2 videos	4 videos	4 videos	unlimited
Reach per month (Facebook and Instagram)	200K people	400K people	600K people	2.5Million people	unlimited
Page like per month (Facebook)	500 page likes	1,000 page likes	3,000 page likes	5,000 page likes	unlimited
Weekly follow up meeting (usually on phone)	✓	✓	✓	✓	✓
Regular communication with our social media manager to address questions or strategy.	✓	✓	✓	✓	✓
Monthly Analysis Report	✓	✓	✓	✓	✓
Price for 1 month (ETB)	34,900	49,900	72,800	128,900	Custom

NOTE:

- The minimum period of contract is **3 months**
- Payment = **50% Advanced payment** is mandatory to start the project
 - = 30% must be paid within the last 5 days of the 1st month
 - = 20% must be paid within the last 5 days of the 2nd month
- **5% off** for 3 months Advanced payment
- **Contract price & service will be reviewed as per the companies need**
- All payments are before VAT/TOT

- **Addressed Location:** - [Addis Ababa with in 20mi Radius](#)
- **Estimated Audience Size:** - [3M – 3.5M](#)
- **Social Medias:** - [Face Book and Instagram](#)

Average Population to be Addressed: [3.2Million](#)

Duration (Days)	Reach per day (1000)	Average Reach per day (1000)	Total Average Population (Million)	Total Required fee (1000ETB)
7-10	236-683	459.5	3.2	56
15-18	110-318	214	3.2	56
21-24	79-228	153.5	3.2	56
28-31	55-159	107	3.2	56

Average Population to be Addressed: [1.6 Million](#)

Duration (Days)	Reach per day (1000)	Average Reach per day (1000)	Total Average Population Reach per month	Total Required fee (ETB)
26-30	20-58	39	1.6 Million	28,600

Average Population to be Addressed: [1 Million](#)

Duration (Days)	Reach per day (1000)	Average Reach per day (1000)	Total Average Population Reach per month	Total Required fee (ETB)
26-30	20-58	39	1 Million	17,900

Benefits of Advertising on Facebook and Instagram

Advertising on Facebook and Instagram offers several benefits that make it an attractive option for businesses of all sizes. Let's explore some of these benefits:

1. **Vast User Base:** Facebook and Instagram have an enormous user base, with Millions of active monthly users in Ethiopia. This means we can reach a wide range of potential customers and target specific demographics, interests, and behaviors to tailor their messaging effectively.
2. **Detailed Targeting Options:** Both platforms provide extensive targeting options, allowing us to create highly specific audience segments. This level of granularity helps in reaching the right people who are more likely to be interested in the products or services being offered.
3. **Ad Formats and Creativity:** Facebook and Instagram offer a variety of ad formats, including image ads, video ads, carousel ads, stories ads, and more. This versatility allows us to showcase their brand and products creatively and engage users with visually appealing content.
4. **Cost Efficiency:** Advertising on Facebook and Instagram can be cost-effective, especially when compared to traditional advertising channels like television or print media. We have control over their ad budgets, and by monitoring and optimizing campaigns, we can maximize our return on investment (ROI).
5. **Analytics and Insights:** Both platforms provide robust analytics and reporting tools to track the performance of ad campaigns. We will send you monthly follow-up report of results. You can also see and follow the result analytics on your phone. We can also help you on describing what the data and metrics is saying.

For example: impressions, clicks and engagements give valuable insights into our audience's behaviors and preferences. This data helps us to optimize future campaigns for better results.

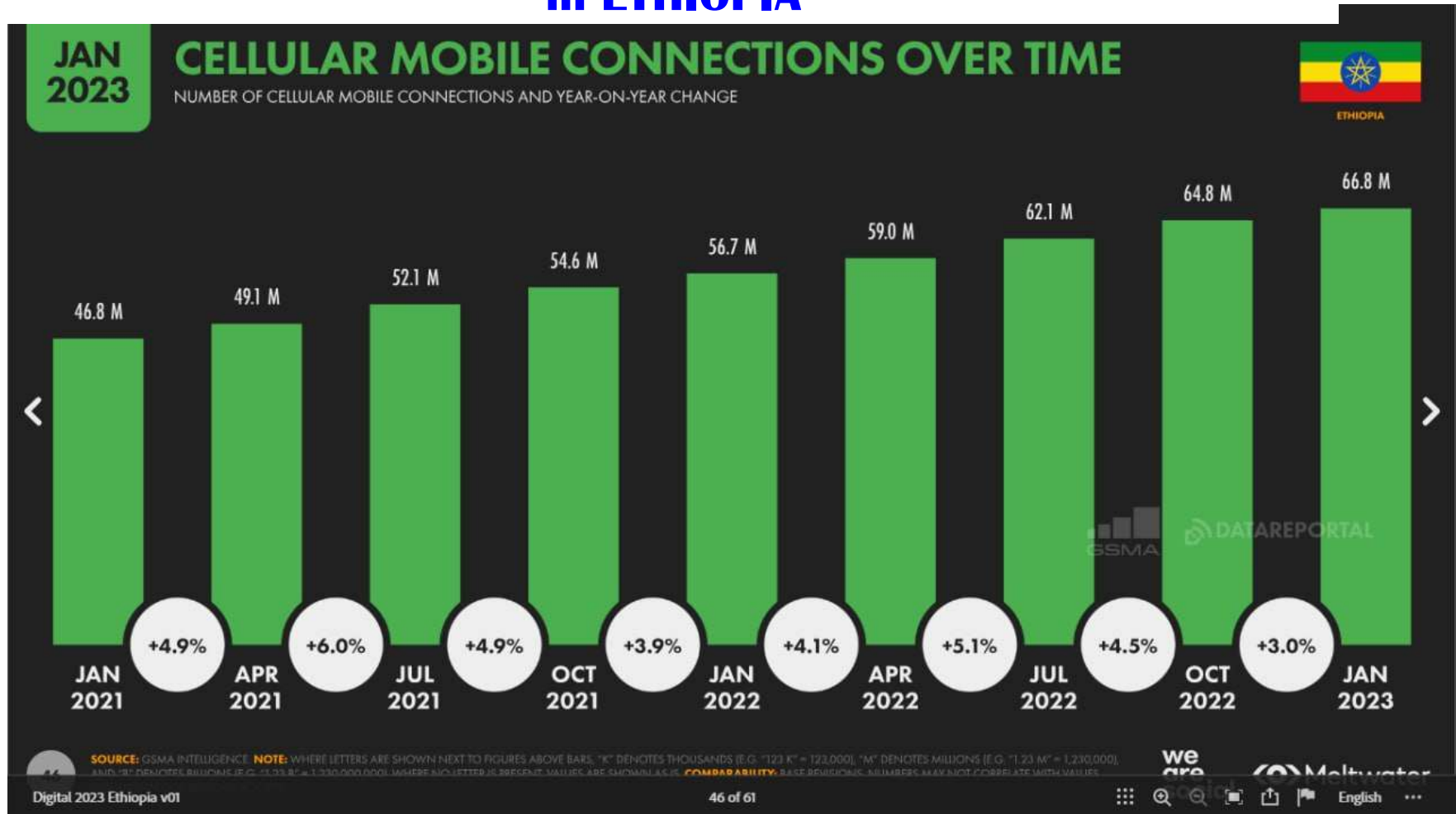
6. **Ad Placement:** Facebook owns Instagram, which means we can run ads on both platforms simultaneously and take advantage of the diverse user bases and engagement patterns. This cross-platform presence widens the reach and increases the chances of reaching potential customers. Remember that we can also run ads only on Facebook or Instagram alone.

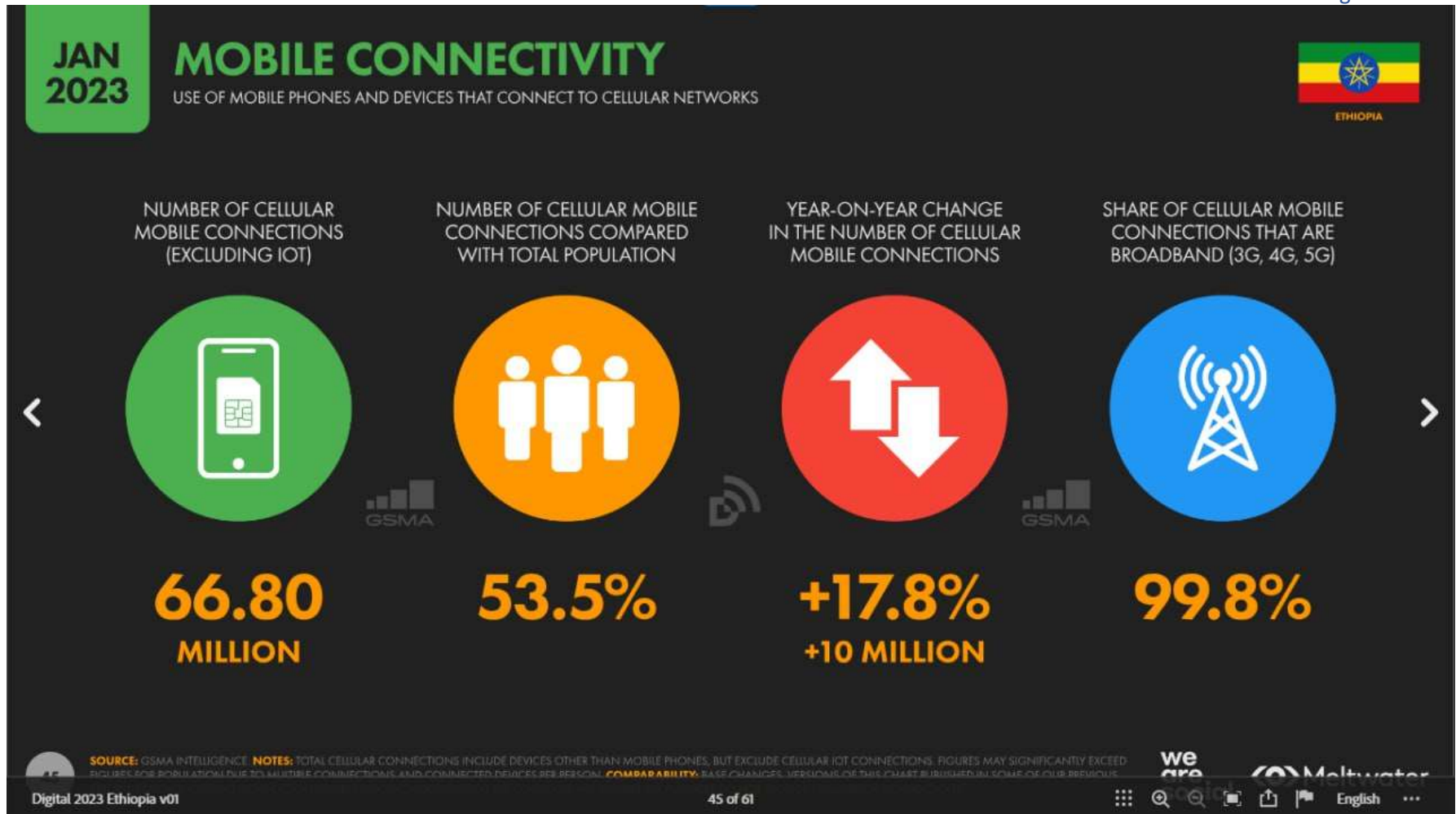
7. **Remarketing and Custom Audiences:** With Facebook's pixel and custom audience features, we can retarget users who have previously interacted with your website or engaged with your brand. This capability allows for more personalized ad experiences and higher conversion rates.

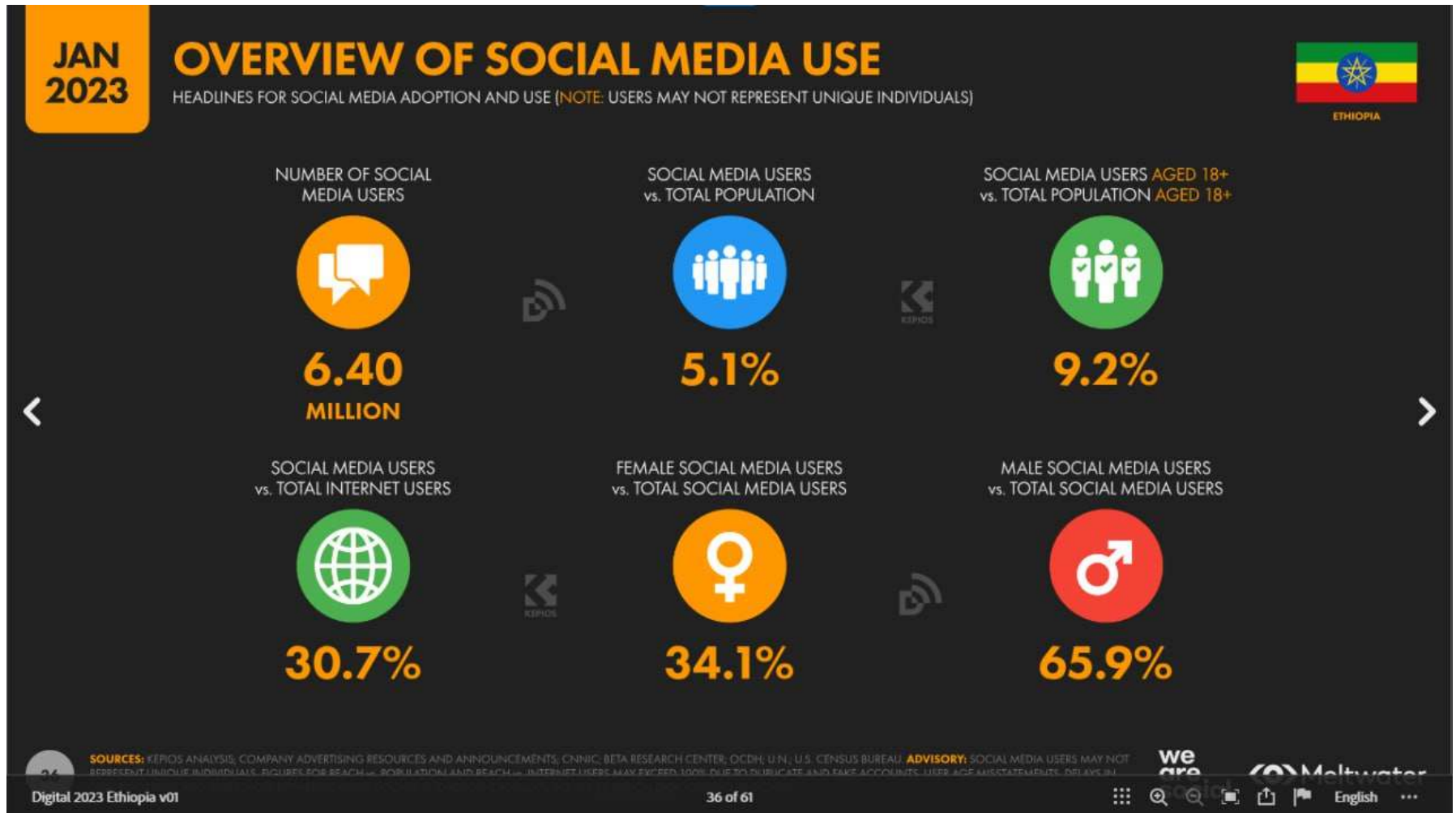
8. **Mobile Reach:** With the majority of Facebook and Instagram users accessing the platforms through mobile devices, advertising on these platforms ensures reaching users on the go. Mobile advertising plays a crucial role in today's digital landscape.

By leveraging the benefits offered by Facebook and Instagram advertising, you can effectively **raise brand awareness, reach your target audience, drive website traffic, and generate leads or sales.** **Our crucial role as MERI TECH is to create compelling, high-quality ads and regularly optimize campaigns to achieve your desired results.**

Recent Research Data on Internet and Social Media Usage in ETHIOPIA



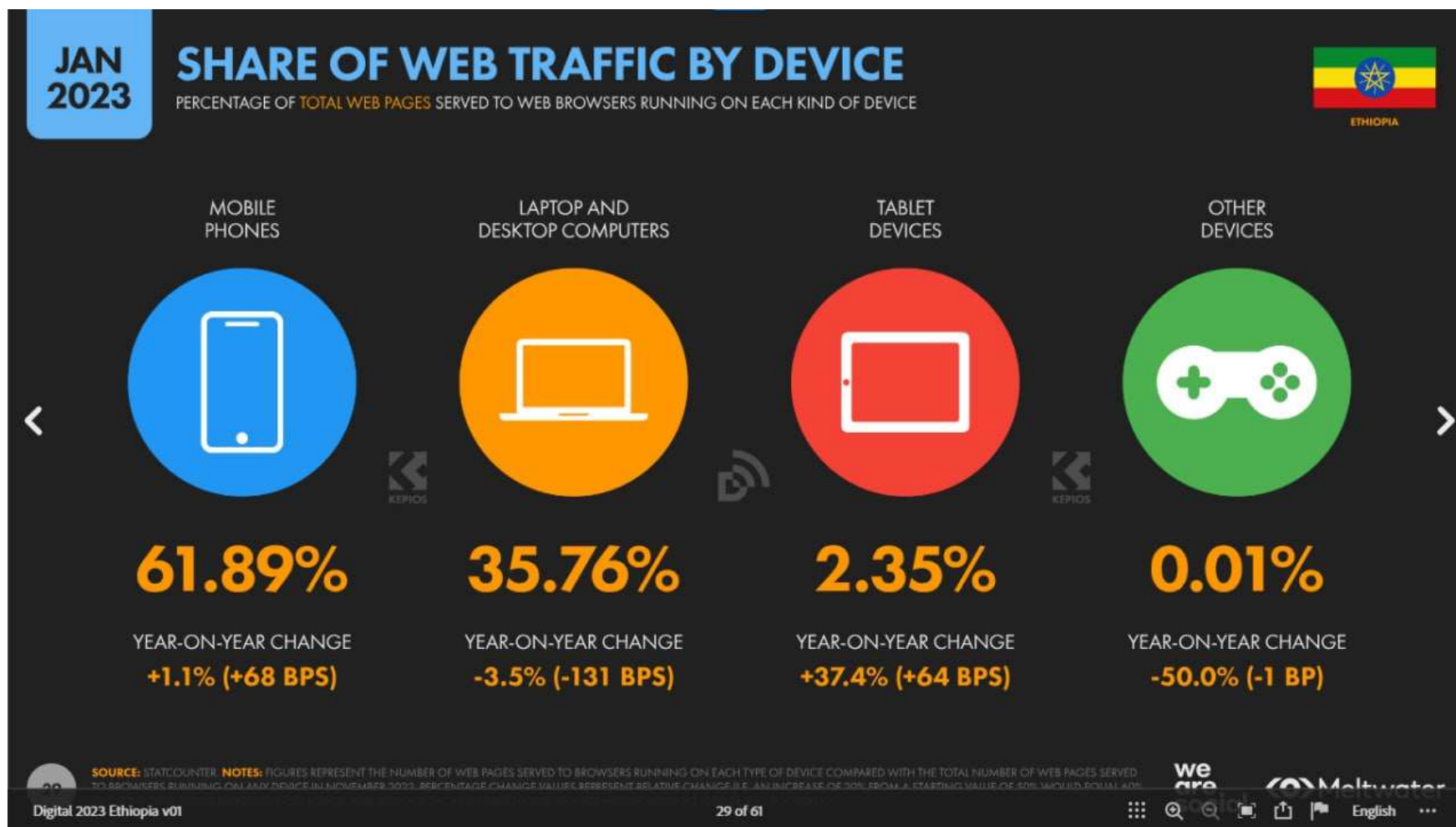




Note here: - Facebook has huge portion of total users



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2023

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TECHNOLOGIES

We Look Forward to Work with You!

BE THE LEADER OF DIGITAL ERA IN YOUR INDUSTRY!

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