# Advertisement Budget

## Target user:

Our product is targeted to people who regularly uses internet and social media. The age segments targeted are young people and middle-age people.

Our goal is to advertise ourselves on the internet. For that reason, we will be using google ads. Because we offer integration with Facebook and Twitter, reaching out to the users of these platforms.

## Google ads budget

Google ads charge business for each time their advertising is clicked. Each business can set how much they can be charged, and depending the price set, their ad will be more visible.

Because we are a small company, we will be setting the cheapest price possible within the range of prices our possible competitors for that ad spot pay, which is one of around 220€ per month, with an estimated performance of 137‑229 clicks per month

## Facebook ads budget

Facebook also allows us to customize how much would be willing to spend on a weekly basis. We have decided to spend about 140€ monthly for a facebook advertisement which targets people of between 18 and 50 years old.

### Twitter ads budget

Same as before, allows us to set a daily price. We will be using a similar budget to the one for Facebook, 5€ daily, which means ~150€ monthly for an audience between 18 and 49 years old.

## Total:

We will be spending approximately 510€ monthly in advertisement. If in our project costs we are going to include the cost for the first 6 months, we will have a total cost of 3060€.

After these first 6 months, we will evaluate how this approach is performing, and depending on that we will decide whether increase or decrease our budget.