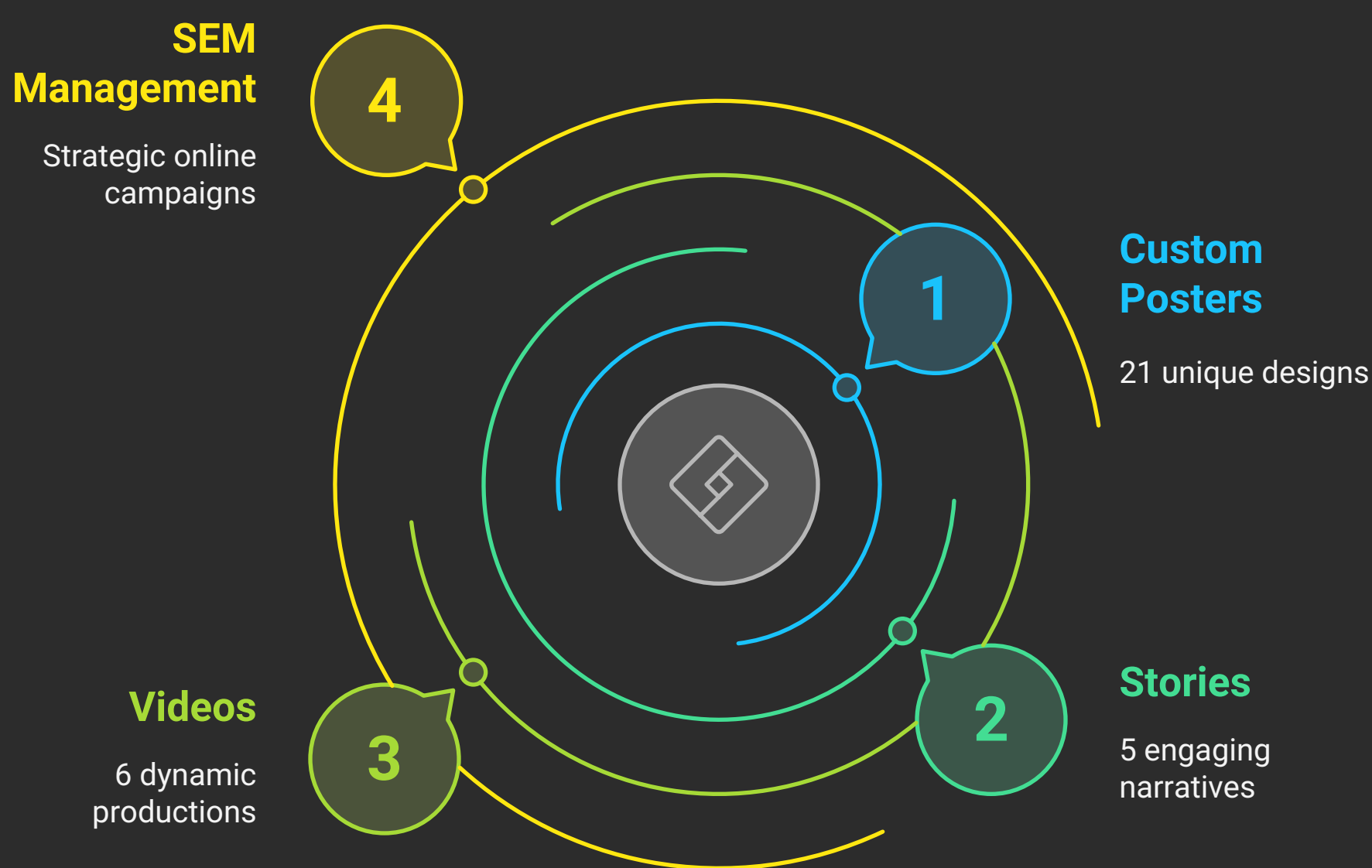
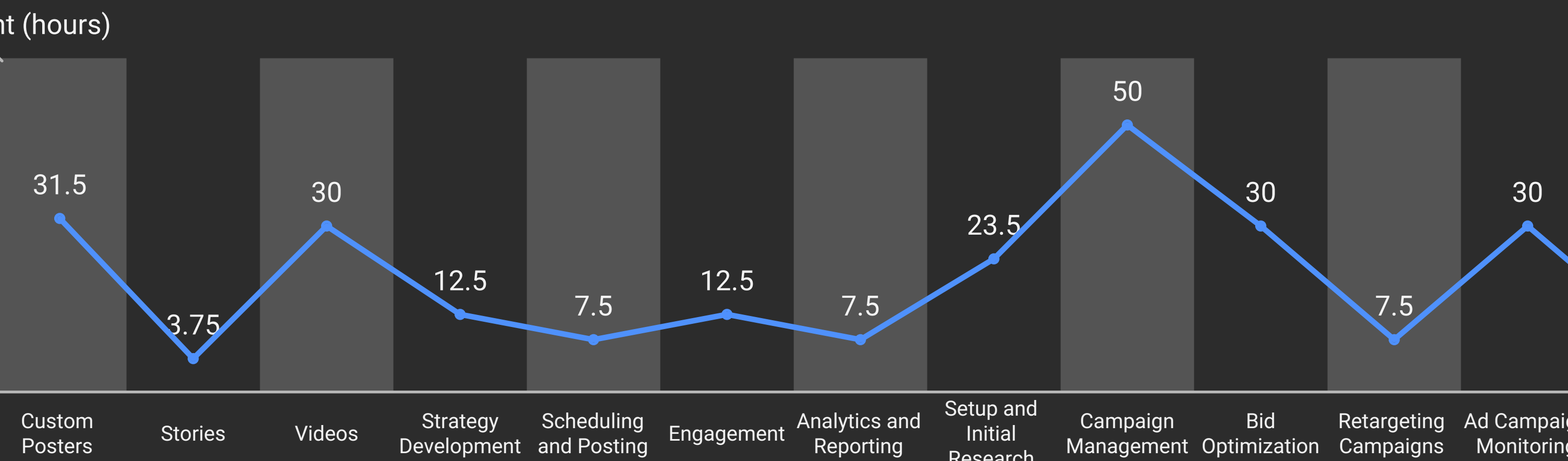
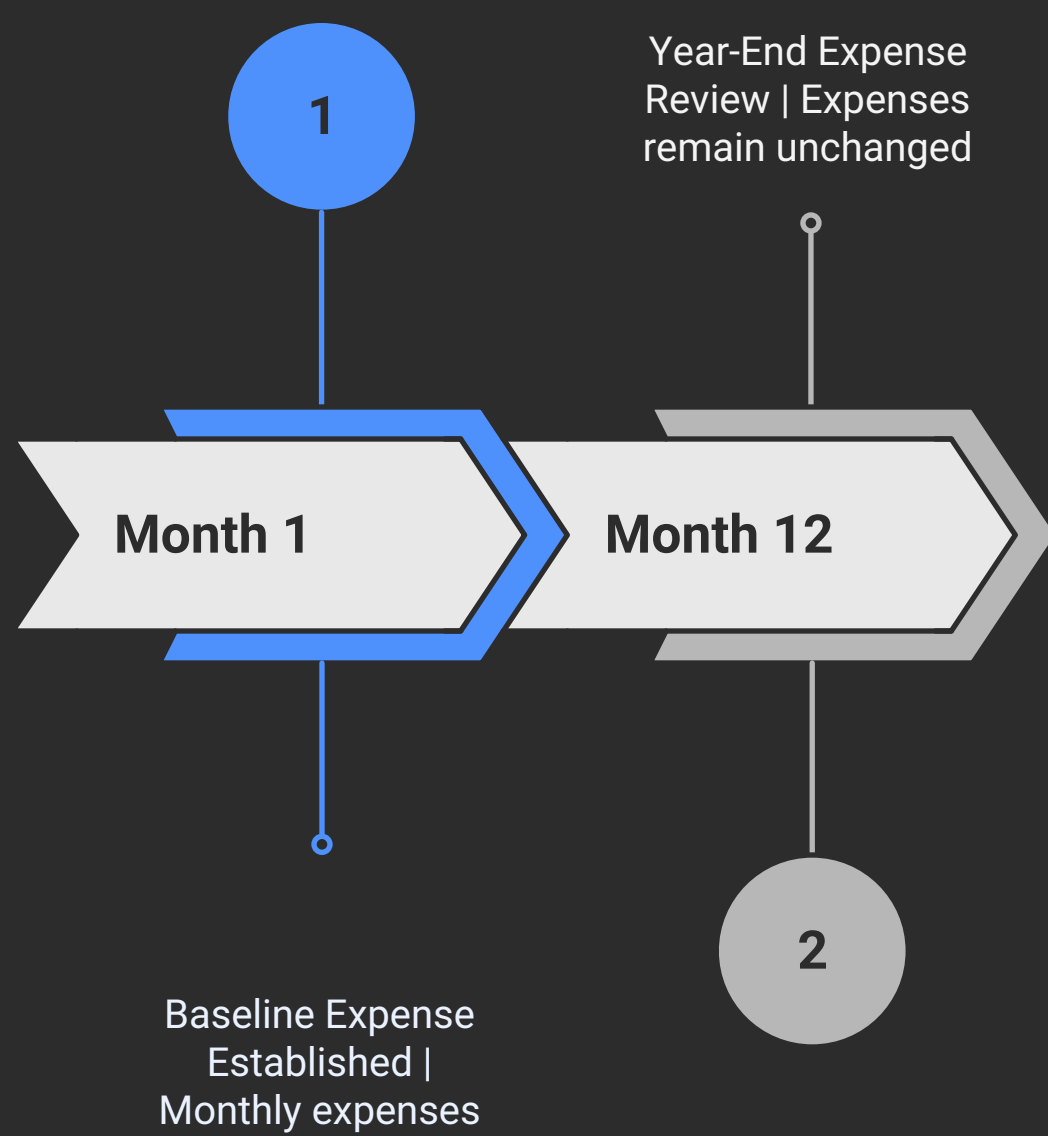


## Breakdown of Monthly Marketing Costs





## Constant Monthly Expenses Over a Year



## Time Allocation for SMM and SEM Activities

## Recurring vs. Non-Recurring Tasks

	 <b>Recurring</b>	 <b>Non-Recurring</b>
<b>Content</b>	Content Creation	Google & Meta Ads Setup
<b>Research</b>	Keyword Research	Scheduling and Posting
<b>Tracking</b>	Conversion Tracking Setup	Engagement
<b>Reporting</b>	Bi-Weekly Reporting	Analytics and Reporting
<b>Campaign</b>	Ad Campaign Monitoring	Campaign Management
<b>Optimization</b>	Bid Optimization	Retargeting Campaigns