

Digital Advertising

Fully Managed Services

We can set up and optimize your client's campaigns while providing proof-of-performance reports. Outsource work to our team, reduce your costs, and sell more advertising solutions.

What to Expect Next!

If this is your first campaign order, one of our team members will be in touch with you within **1-2 business days** to conduct a channel partner onboard to align expectations. Our goal is to deliver the best quality of work on your behalf to your client.



1-2 Business Days*

The Ads Team will send you an **Onboarding Email** to confirm the receipt of your order. If there is any missing information on required fields in the order form, access requests, and tracking tags, we'll ask you to provide all the necessary information before we start building the campaign.

IMPORTANT: Our team will not be able to begin work on your client's campaign until all missing information and required access have been provided.



3-8 Business Days*

*after the deliverables have been sent to the team

Creative and Campaign build: Based on the information provided in the order form and through email requests for information, our Ads Team will work on design and ad elements. We'll share them with you for approval.

IMPORTANT: One round of revisions can be submitted by replying to the email. You need to include all your comments and edit requests in a single email. Additional revisions to the creative will incur a \$50 additional creative fee. If you order a landing page, you'll also be allowed 1 round of revisions as long as you send all the requests in a single email. **Note:** We **do not** recommend changing ad creatives or promotion on a monthly basis since this will affect campaign performance negatively. If your business is structured in a way that it requires monthly ad changes, an additional creative fee will be charged.



9-10 Business Days*

Please note that if no response is received within 2 business days, we will set your campaign live. Your Campaign is now LIVE: You will receive a confirmation email.

IMPORTANT: With LocalAds campaigns, the launch date will be 2 business days after approval is received.

IMPORTANT NOTES:

- The campaign build timeline of 10 business days begins from the day our team gets all required access and information.
- Timelines may vary based on client responsiveness and delays in providing the required assets.
- **Timeline is considered paused while waiting on customer response.** We will send 2 reminders when waiting on customer, and if no response is received, the campaign will be set live for Google & Bing Ads, Display Ads, and LocalAds. Facebook and YouTube campaigns will be put on hold until we receive access.

BILLING: You will be charged for the set-up fees and first month of the campaign at the time of order. The campaign will auto-renew, and will charge on a monthly ongoing basis on the campaign launch date.

Post-launch Proof of Performance



5 days after Campaign Launch

We will connect your campaign to **Advertising Intelligence** once the campaign is launched. You will receive monthly ongoing campaign insights and recommendations via email from your Account Manager.

Advertising Intelligence is a reporting dashboard that can be accessed from the Partner Center on an ongoing basis to provide you with results throughout the entire campaign period.



Optimizations

Optimizations are done on campaign spend basis and will be outlined during your campaign onboarding with the ads team.

Ending a Campaign



Campaign End

The campaign will continue to run until the service is canceled by you. If you want to cancel a campaign, you need to deactivate the campaign product and corresponding add-ons within Partner Center and notify the Ads Team via email. We will schedule the campaign to complete at the end of the current term month.

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Advertiser's Logo

In order to create banner ads and landing pages for your campaign, we require your client's logo. (Minimum 250px wide, Prefer PNG, EPS, Ai, or PSD files)



Images

Images are an extremely important element to making your campaign a success. We recommend a 1-3 minimum of high resolution images related to the promotion you are offering.

*Image size: 1,200 x 628 pixels
Image ratio: 1.91:1*



Promo and Slogan

Ads perform **significantly better** when we have a promotion attached. What we need is a short, concise slogan and/or promotional offering that is 2 sentences maximum length (unless otherwise specified).

You get one round of edits on the ads that we produce. You can revise the ads once in a 3 month period. Please allow for 2 business days for changes.



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 Agency Access To My Page"**, **"Approve Request"**, then enter their 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



Install a Code on 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.

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-XXXXXX)

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Facebook Admin Access

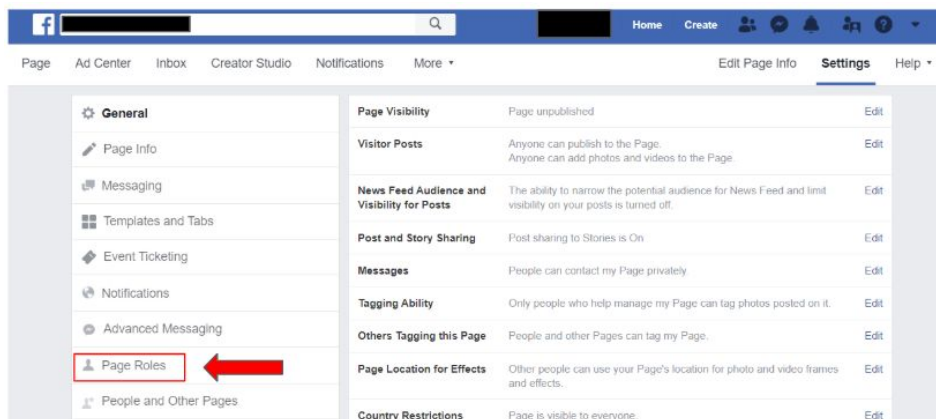
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Pending Partner Requests

Accept or decline requests from businesses who have asked to work on your page. If you approve the request, they'll be able to assign these permissions to other people in their business to help you manage your page.

Digital Agency Digital Marketing Services
Permissions requested: Admin, Editor, Moderator, Advertiser, Analyst

Respond to Request

Done! We now have access to run advertisements for you on Facebook

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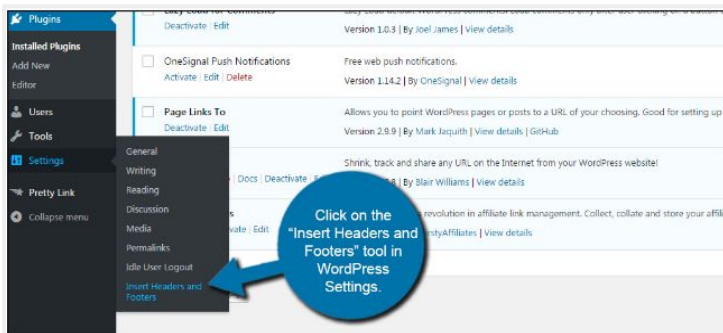
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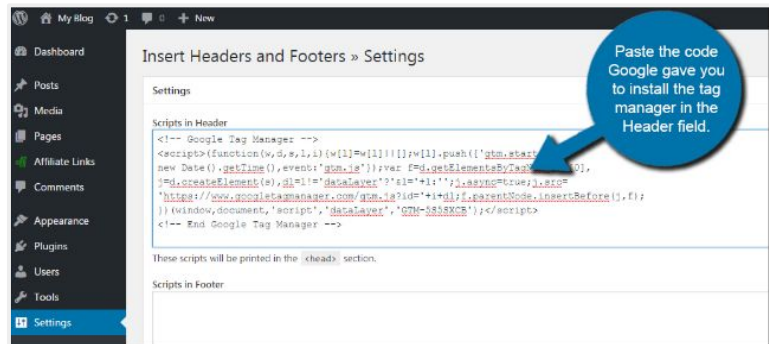
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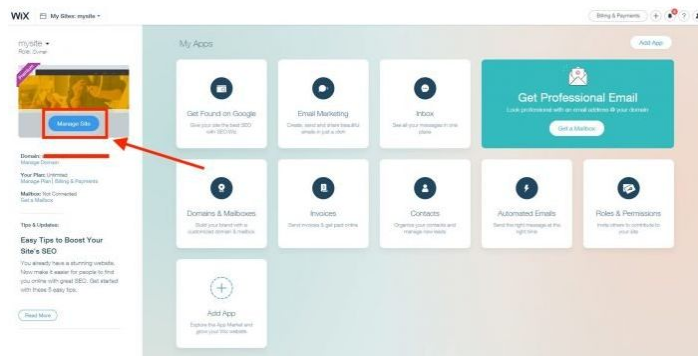


Install a Code on Website

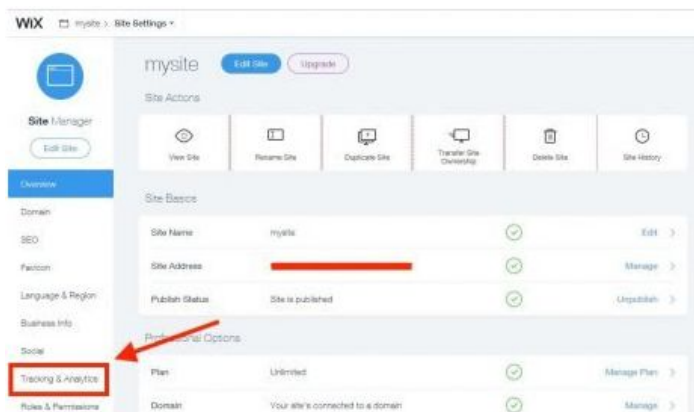
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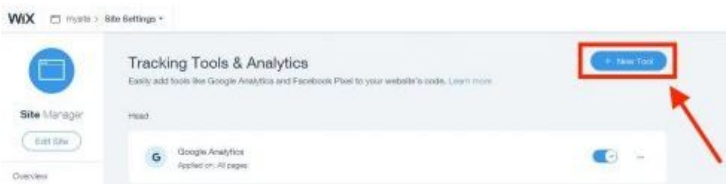
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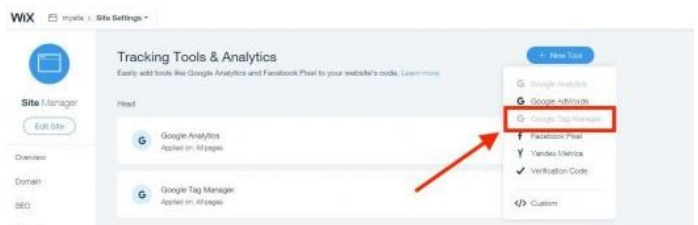
2. Navigate to the Tracking & Analytics tab shown on the left-hand side panel.



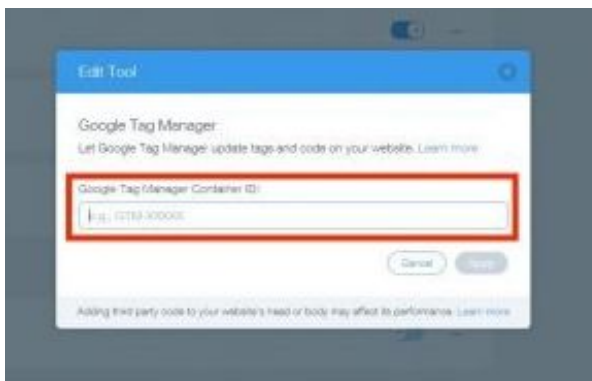
3. Click +New Tool on the top right of the page.



4. Click the Google Tag Manager option from the drop-down menu.



5. Paste The GTM ID (GTM-XXXXXX)



STEPS

1. Go to your site's **Marketing Integrations** tab.
2. Go to Google Tag Manager and click **Go For It**.
3. At the top right click **Connect** Google Tag Manager.
4. Enter your Google Tag Manager **container ID**.
5. Click **Save**.

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A quick guide to Digital Ads

Awareness: *Trying to reach a large amount of targeted users*



Display Advertising

- ✓ Comprehensive targeting options online and offline.
- ✓ Most cost effective

✗ Lowest conversion rate

Engagement/Education: *Differentiating your offering from your competition*



Video Advertising

- ✓ Cost Per View: Only pay for users who watch video or click.
- ✓ Video ads have much stronger retention of message (~3x).

✗ Does not drive a lot of immediate action.



Social Advertising

- ✓ Users are able to interact and share your brand or message.
- ✓ Opportunity for more education with ad types that include video or longer copy

✗ High competition depending on the vertical.

✗ Audiences can be limited within niche segments

Conversion: *Generating inbound actions (Calls, Form Fills, etc).*



Search Advertising

- ✓ Highest average conversion rate

✗ Least targetable

✗ Can be difficult to reach B2B audiences



Social Advertising

- ✓ Ability to optimize a campaign for a specific action (Purchase, Lead, Add to cart).
- ✓ Wider range of ad types (Lead forms, Carousel, Video, Image)

✗ High competition depending on the vertical.

✗ Audiences can be limited within niche segments

Guide to Targeting Options



Display Advertising

Location Targeting: City, state, country, zip code/radius.

Competitor Targeting: Target your competitors' clients.

Category Contextual: Targeting on sites with content relevant to your industry.

Keyword-level Contextual: Targeting content with terms relevant to your industry.

Keyword Search Retargeting: Targeting terms relevant to your industry.

Site Retargeting: Targeting users who have previously visited your website as they surf the web.

Behavior & Demographic Targeting: Targeting users based on demographics or interests.



Video Advertising

Location Targeting: City, state, country.

Behavior & Demographic Targeting: Targeting users based on demographics or interests.

Keyword: Targeting terms relevant to your industry within Youtube search.

Specific channels & topics: Targeting content on videos/channels relevant to your industry.



Social Advertising

Location Targeting: City, state, country, zip code/radius.

Behavior & Demographic Targeting: Targeting users based on demographics or interests within Facebook/Instagram
Site-retargeting

Custom audiences: CRM lists, Lookalike audience targeting

Engaged Users: Target based on users interaction with your Pages or Posts



Search Advertising

Location Targeting: City, state, country, Zip/Postal Codes and a radius surrounding a city or Zip/Postal codes..

Keyword: Targeting terms relevant to your business and services you offer.

Platforms: Google and Bing.