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INFO SHEET



PROPOSAL

META ADS MANAGEMENT

ORGANISED BY:
Sophie Billingsley



ABOUT ME



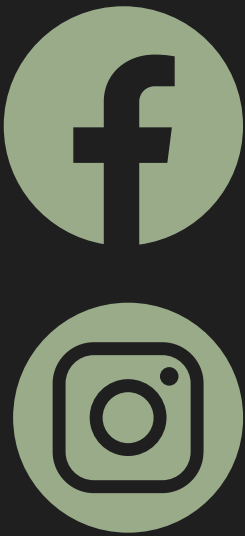
SOPHIE BILLINGSLEY
FOUNDER
&
ALBA
MARKETING OFFICER

Although I held a Marketing position prior, I've been freelancing since November 2020. My solo social media career sparked when I launched my own designer consignment business, with my business model only using social media for sales. As my business grew I was approached to assist others in navigating the ever-evolving world of social media for their businesses, this is where Social Bloom was born. In 2021 I launched my third business, with my own products.

This dynamic field is constantly changing, but I relish the challenge of staying ahead of the latest trends. I studied Digital Marketing for Business, and Social Media Marketing at RMIT, but my real expertise has grown through my experience with various clients.

My real passion lies in seeing brands succeed.

META ADS



On/Off	Campaign	Amount spent	Delivery ?	Bid strategy	Budget	Link clicks	Cost per result
	2 RETARGETING		In draft	Using ad set bid...	Using ad set bu...		
	Image Traffic March23		In draft	Using ad set bid...	Using ad set bu...		
	EDFY Puppy Traffic	\$51.01	Off	Using ad set bid...	Using ad set bu...	365	\$0.14 Per link click
	1 TRAFFIC	\$67.11	Off	Using ad set bid...	Using ad set bu...	549	\$0.12 Per link click
	3 SALES ABO	\$143.88	Off	Highest volume	\$20.00 Daily	434	\$0.46 Per View Content
	Traffic SALE	\$58.30	Off	Using ad set bid...	Using ad set bu...	484	\$0.12 Per link click
	New Sales campaign_JAN31 Unpublished edits	\$424.77	Off	Using ad set bid...	Using ad set bu...	493	\$4.25 Per Add To Cart
	Advantage+ shopping campaign 30/01/2023 ...	\$77.67	Off	Using ad set bid...	Using ad set bu...	44	\$77.67 Per Purchase
	JAN23	\$294.02	Off	Using ad set bid...	Using ad set bu...	2,384	\$0.12 Per link click
	JAN23	\$136.16	Off	Using ad set bid...	Using ad set bu...	15	\$1.33 Per link click
	XMAS Engagement campaign	\$70.55	Off	Using ad set bid...	Using ad set bu...	127	Per 1,000 people res... Per View Content
Results from 64 campaigns		\$3,897.98				13,474	

I implement a strategic system for managing my Meta Ads, which includes a rigorous testing phase. I firmly believe that there's no one-size-fits-all approach to advertising. That's why I conduct testing with various ad copy, creative elements, and audience targeting. As part of my monthly packages, I provide ongoing monitoring and continuously adapt the ads to achieve optimal performance.

I refrain from labeling myself as an "ads expert" because I genuinely believe that no one can claim expertise in this ever-evolving field. Every business presents its unique advantages and challenges that must be addressed to thrive. What I do offer is transparent communication about my advertising strategies, what's yielding results, what isn't, my plans to achieve the desired outcomes and my commitment to action them.



PRICING



FROM

\$600 PER MONTH

This does not include Ad Spend.
Cost is Per Account.

Inclusive of;

01

Campaign Strategy and Planning: Develop a strategic plan aligned with the client's goals and target audience, including campaign objectives, messaging, and budget allocation.

02

Audience Targeting: Define and refine target audiences based on demographics, interests, behaviors, and custom audiences, ensuring ads reach the most relevant users.

03

Bid Management: Adjust bidding strategies to optimise ad delivery and maximise return on ad spend (ROAS).

04

Ad Campaign Launch: Set up, launch, and monitor ad campaigns, including selecting campaign objectives (e.g., conversions, traffic, engagement), ad sets, and individual ads.

05

Performance Reporting: Provide regular reports that detail key performance metrics, such as click-through rates (CTR), conversion rates, ROAS, and other relevant data.



BEFORE WE BEGIN



Prior to kickstarting an ad campaign, it's crucial for clients to establish clear objectives and allocate a recommended budget of \$20 or more per day.

Setting up tracking mechanisms, such as a pixel, CAPI and conversion events, is imperative for result measurement, and while this service is available for a fee, I am here to guide you through the process and offer suggestions.

Optimising landing pages for conversions and ensuring compliance with regulations are integral steps in this process, and I will provide guidance and recommendations before we commence.

For clients using their own creative content, I recommend having it easily accessible on platforms like Google Drive for seamless sharing.



The timeframe for running ads is flexible and depends on various factors like client goals, budget, industry, and campaign type, all of which we'll delve into during our preliminary discussions. Generally, we aim for a long-term approach.

I strongly advise committing to a minimum of 3 months, providing ample time to navigate through the testing phase, fine-tune strategies, and achieve optimal campaign performance.



THANK YOU

Thank you for taking the time to consider my proposal.
Please reach out if you have any questions or would like
to schedule a chat.

