

Social Media Advertising Management Service



Service Highlights:

- *Strategic Account Review*
- *Transparent Communication*
- *Audience Targeting and Analytics*
- *Continuous Ad Development and Testing*
- *Smart Bidding and Budgeting*

Channels Served:



Take Advantage of Our Social Media Expertise:

- *Want to know how Facebook and Instagram advertising will increase your bottom line?*
- *Feel like you could be doing more with your social media advertising?*
- *Struggling to find time to create click-worthy ads?*

Our experts will eliminate any fear or doubts that you may have around your social media advertising campaigns. With more than 10 years of experience in the analytics-driven online advertising, you can be confident that our Social Media Advertising team will use their expertise and industry-leading technology to drive channel growth based on your unique goals.

Our Process Includes:

- **Opportunity Analysis & Assessment:** We provide a complete audit of your existing creative strategy and Facebook ad campaigns to determine your overall trended performance and focus on finding missed areas of opportunity that can turn into quick, decisive wins. We compile a new strategy focused on budget allocations, key performance indicators (KPIs), and approach recommendations focused on all levels of the conversion funnel, including prospecting, abandoner marketing, and purchaser/loyalty remarketing.
- **In-Depth Onboarding:** Our strategy leverages the Facebook data that is hidden to most advertisers. We'll set up lookalike, interest-based, and website custom audiences to improve brand awareness and conversions. We'll manage these audiences for branding, customer acquisition, and reengagement. We'll also leverage Facebook Insights and Google Ad Planner to analyze which segmenting dimensions are optimal for potential buyers.
- **Campaign Analysis & Management:** We'll create and optimize ads using your images, segment campaign architecture and naming conventions, assess promotional calendars, examine social messaging and engagement, and automate submissions from Product Feeds to Facebook to take advantage of Dynamic Ad targeting. Our team will also set up A/B tests and frequent reporting around the ad set, campaign, and business-objective level.
- **Strategy Review & Results Reporting:** Our analysts will routinely vet new Facebook features to determine the best course of action. We'll coordinate with your unique brand voice and creative to determine proper ad placement and will proactively shift spend through dynamic budget allocation to maximize efficiency and reduce wasted spend. We'll also converse regularly with our dedicated Facebook rep to determine relevant programs, new betas, and provide your account with backend support.

SMA Management Service Pricing:

| Spend/Mo | Billing Tier |
|-----------------------|-------------------|
| \$750,000+ | 5% of ad spend |
| \$400,000 - \$749,999 | 6% of ad spend |
| \$225,000 - \$399,999 | 7% of ad spend |
| \$175,000-\$224,999 | 8% of ad spend |
| \$125,000-\$174,999 | 9% of ad spend |
| \$75,000-\$124,999 | 10% of ad spend |
| \$25,000 - \$74,999 | 12.5% of ad spend |
| \$19,835 - \$24,999 | 15% of ad spend |
| \$0 - \$19,834 | \$2,975 |

Conversion-Focused Creative Design Packs:

Many clients choose to supercharge their ad engagement with our Conversion-Focused Creative Design Packs. For \$975/mo, our design team will work directly with your ROI team to create up to six custom, campaign-ready images per month.

Robust Technology. Responsive Experts.

Our software and account teams focus exclusively on ecommerce merchants. We only offer our services if we believe we will make a substantial positive impact on a potential client's digital marketing efforts.

Every ROI Revolution client works with a dedicated account team who leverage not only their deep domain and industry knowledge, but our own proprietary suite of applications. Our unique blend of technology and expertise produces better results than any single automated or manual solution could ever achieve.

About ROI Revolution:

ROI Revolution was founded in 2002, just four months after Google launched their AdWords pay-per-click business model. Over the last decade, ROI Revolution has become extremely specialized according to our greatest strength: **ROI-driven digital marketing for merchants and retailers.**

Our industry is rapidly evolving. Outdated strategies won't cut it. Audience targeting options have matured, as have the strategies and skills required for market domination.

We seldom review a digital marketing program that can't realize significant gains from expert management.

*ROI Revolution
Mission Statement:*

Be the best in the world at managing measurable, ROI-driven digital marketing for our clients.



Core Values:

- *Provide Fanatical Service*
- *Be Completely Transparent*
- *Hire the Best*
- *Test & Optimize Constantly*
- *Work Smarter*

Learn more at roirevolution.com