

Social Media Campaign Plans

that require no work on your part and offer something no one else is promising — **12V Relevant Results!**



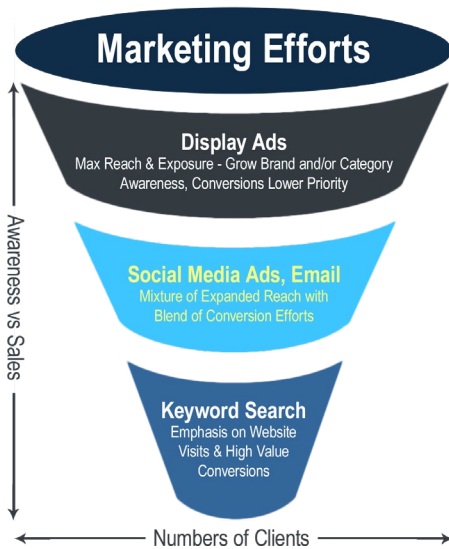
Social Ad Campaigns
EXPECTED IMPRESSIONS
as high as
200,000*

Social Media Impressions & Costs

Package	Impressions*	Date Range	Cost
Silver	30,000	up to 14 days	\$299
Gold	50,000	1 month (light)	\$599
Platinum	100,000	up to 2 months	\$1199
Diamond	200,000	2-3 months	\$2499

**Expected impressions per package based on optimum date range runtime and client's geographic populations. Campaigns with enhanced targeting will see higher conversions and few impressions.*

All Social Media Ad Plans Include: A combination of strategic audience targeting and broad-based appeal to the masses. Creatives include 1080x1080 ad and video reel (free with purchase of 1 month campaign or greater). Free performance dashboard provided. **Ad themes based on sales & newsletter emails, previewable at dirkmarketing.com/mesa.** Custom ad creation subject to \$300 per campaign, free thereafter.



Identifiable Goals & Measured Expectations

Build Awareness, Lower Cost

Universal Display Ads
Measurable: Broad Reaching Impressions

Awareness + Response, Mid-Cost

Social Media Ads, Videos, Reels, Emails
Measurable: Impressions, Clicks, Opens, Reach

Conversions/Sales, Higher Cost

Specific Keyword Campaigns
Measurable: Valuable Clicks, Website Engagement

When you start any sort of digital marketing, it's important to **determine goals early and set realistic expectations** for your efforts.

Typically, marketing to masses of potential customers means sacrificing specificity in exchange for increased awareness. The more specific you get in marketing, the higher your \$\$ investment.

The beauty of social media is that you get a bit of both – massive exposure *and* specific customer targeting – at an affordable pricepoint.

Looking for video creative without the need to purchase a full campaign? Email or call for more information!