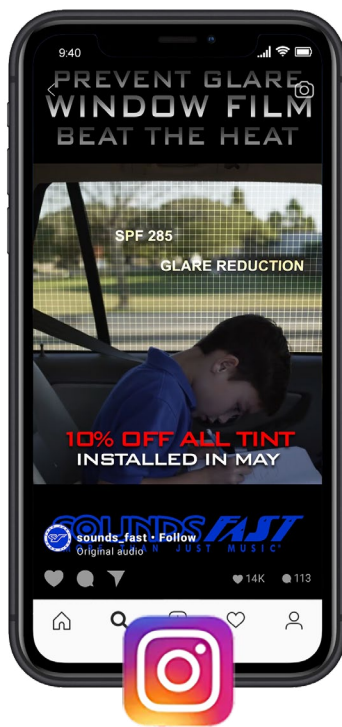


## Social Media Campaign Plans that require no work on your part and offer something no one else is promising — **12V Relevant Results!**

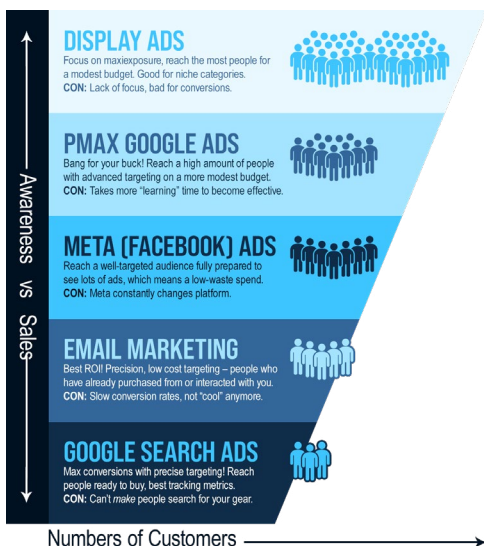


### Social Media Impressions & Costs

| Package | Impressions* | Date Range    | Cost   |
|---------|--------------|---------------|--------|
| Event   | 30,000       | up to 14 days | \$300  |
| Month   | 50,000       | 30 days       | \$500  |
| Month+  | 100,000      | 30-60 days    | \$1000 |
| Quarter | 200,000      | 90+ days      | \$2500 |

*\*Estimated impressions per package based on optimum date range runtime and client's geographic populations. Campaigns with enhanced targeting will see higher conversions and fewer 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](http://dirkmarketing.com/mesa).** Custom ad creation subject to \$300 per campaign, free thereafter.



### Identifiable Goals & Measured Expectations

#### Build Awareness, Lower Cost

Display Ads, PMAX 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!