

Digital Advertising

Package	Monthly Pricing:	Service	Ad Placements	Media Type	Reporting	Price Includes Ad Spend
A	\$ 250	YouTube	YouTube	Video	Monthly	Yes
B	\$ 350	Google Ads Special	Google Search, Display	Text and Images	Monthly	Yes
C	\$ 500	Google Ad Package	Google Search, Display, YouTube	Text, Images, Video	Twice/month	No
D	\$ 500	Meta Ad Package	Facebook, Instagram	Text, Images, Video	Twice/month	No
E	\$ 850	Google + Meta Ad Package	Same as packages B and C	Text, Images, Video	Twice/month	No
F	\$ 100	Google Business Profile	Google Business Profile Management	Text, Images, Video	Monthly	None required

Details

Package A is best for those businesses looking to gain exposure. Short videos (around one minute) perform well. This plan is expected to create over 1,000 video views per month and 3,000 impressions. The goal of these ads is general awareness of the business.

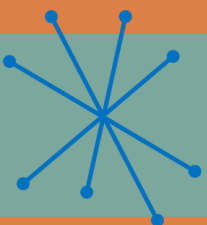
Package B is a combined service which will deliver your business message to those who are searching for your products or services and will be delivered to those who have shown an interest in what your business offers. The primary goal of this package is to generate general awareness of the business and the secondary goal is to lead them to the company website. The goal is to create over 15,000 impressions each month.

Package C is an advanced option which serves your business message to in multiple formats on the Google platforms (search, display, and YouTube). This is particularly good for businesses who have a strong website. Regular reporting includes Google Analytics. The goal of these ads is to drive traffic to the website.

Package D is an advanced option which serves your business message to in multiple formats on the Meta platforms (Facebook and Instagram). This is particularly good for businesses who have a strong website. Regular reporting includes Google Analytics. The goal of these ads is to drive traffic to the website and foster engagement with the company social media.

Package E combines both packages C and D (Google and Meta). The combined services target potential customers in you area. Additionally, the ads will show on websites, apps, and games.

Package F is an essential part of a business digital presence strategy. Google is the number one search engine in the world. Google likes Google-things. Participation in the Google Business Profile adds to the searchability of your company. Think of the results you find when you google, "accountants near me". This is how your business is found by those seeking the products and services you offer.



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