



Customized Solutions for Ad Management
presented to Aides & Companions





FACEBOOK MANAGEMENT OVERVIEW

Your Facebook page is a vital part of your business. It is as important, if not more important, than your website as your digital office/storefront. A properly setup and maintained Facebook page builds brand awareness, expands your reach and grows your customer base, in addition to giving you a platform to interact and connect with your market.

What ACG Facebook Management Covers:

- Initial Page Setup
- Regularly scheduled posts on relevant topics, industry news and helpful tips and insights (see next slide for list of content ideas)
- Post / content planning and recommendations
- Monthly account metric review and reporting

What is needed from Aides and Companions:

- Message management (communicating with audience through messenger and in comments)
- Requires collaborative effort to develop regularly scheduled posts by staff, aides, or management including images/videos.



CONTENT MANAGEMENT OVERVIEW

We aim to create engaging content with the goal of gaining likes and followers, comments, and post shares. We'll plan your social media content, along with you, to ensure we meet your goals, which includes increased brand awareness, driving traffic to your website and growing revenue.

Facebook Page content ideas:

- Spotlight a caregiver from Aides & Companions
- Highlight a particular service offering
- Industry news / facts
- Testimonials from clients and/or their family members
- Holiday messages
- Tips and insights
- Organizational news including:
 - New product offerings
 - New employee announcements
 - Facility updates
 - Messages from the President



AD MANAGEMENT OVERVIEW

Facebook advertising is a necessity for growing your page reach and potential customer base in today's social media landscape.

Key Components:

- Regularly scheduled ads, including, but not limited to, boosted posts
- Monthly reporting on performance metrics such as reach, impressions, likes and follows
- Budget allocation – Ad planning

Goals:

- Build following – page likes, post views
- Create engagement – post likes, comments, shares
- Increase brand awareness – ad impressions, post views, reach
- Generate website traffic / leads – clicks, form submission, messages
- Obtain new clients – measurement method to be determined



AD BUDGET TIERS

The 'tiers' are a recommended **starting point** to growing your audience through Facebook advertising. **Recommended adjustments to ad spend** will be made regularly based on performance metrics and goals. **NOTE: Ad Fees will need to be charged with a Credit/Debit Card as a Cash transaction. Barter dollars does not apply for the Ad spend.**

THREE OPTIONS TO CHOOSE FROM BASED UPON YOUR GOALS AS A COMPANY

CONSERVATIVE: \$300 – \$500 / MONTH

- This tier is the absolute minimum starting budget we'd recommend. At this budget, you can slowly start to expand your reach and grow your audience. A conservative approach to grow will see short term goals like increasing reach and awareness.

COMPETITIVE: \$500 – \$750 / MONTH

- A more competitive approach to entering the Facebook scene will help you grow at a reasonable pace with the potential to see return through customer acquisitions as a result of growing your following quicker than through a conservative approach.

AGGRESSIVE: \$750 - \$1000 / MONTH

- An aggressive approach should be coupled with an aggressive content plan, including, at a minimum, daily posting. Quality content drives ad performance and a combined aggressive approach would more quickly build your audience and general awareness of your brand in your market.



FEE BREAKDOWN

PAGE / AD MANAGEMENT

\$700 / MONTH + 10% of Advertising Budget

Note: Barter dollars can be used for this portion of the fees.

Includes:

- Page Setup/maintenance
- 2-3 weekly post on related topics, helpful tips and general company and industry info
- Strategy, planning, budget allocation
- Ad creation, copywriting, scheduling/posting
- Analysis, reporting



THANK YOU

We know your time is a valuable resource. We thank you for offering that to us today and look forward to a successful partnership with your business.



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