

Digital Advertising

Fully Managed Solutions

Our experienced Digital Ads professionals do all the heavy lifting for you, from setting up targeting and creating geo-fenced conversion zones, to providing your clients with monthly proof-of-performance reports.

What to Expect Next!



10 Business Days*

*after the deliverables have been sent to the team
(example: Access, Logos etc)

A formal onboarding call is not necessary; all information needed to launch the campaign is collected in the order form. However, our **Digital Ads team may contact you** during the fulfillment process for several reasons:

- If any additional information or clarity is required
- To provide several code snippets that need to be installed on the client's website
- To gain access to your Google Analytics account
- To gain access to your Facebook Page
- We may require access to your clients current tracking code if needed

You will be charged the **one-time setup fee** once the onboarding email is sent. If creative services are required, our team will provide you proof links to the ad creative and landing page (if applicable) for your approval. We allow **two rounds of revisions** with no additional charges, additional revisions to the creative will incur a fee.

Two days before campaign launch you will receive a **launch email**, you can expect to be billed the first monthly charge 1 to 2 business days from the launch email.

The campaign launches:



2 weeks after launch

Our team will upload the **first campaign report** into the your Business Center 1-3 business days two weeks after the campaign launches. Following the two week report, you will receive live access to campaign reporting.



1 month after launch

We will upload the **second campaign report** one month after campaign launch.



On-going

After month one, campaign **reports** are uploaded monthly.



Campaign End

When the second month's campaign report is uploaded in Business Center, we will notify you in the report's notes that your campaign will be ending in a month. A member of our team will also send an email reminder one-to-two weeks prior to the campaign's end date.

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Based on the campaign you purchased, we need a few things from this list to make yours a success!



Advertiser's Logo

For our team to create banner ads and landing pages for your campaign, we require your business' logo. (Minimum 250px wide, Prefer PNG, EPS, Ai, or PSD files)



Images

Images are an extremely important element to making your campaign a success. We recommend a 1-3 minimum of high resolution images related to the promotion you are offering.

Image size: 1,200 x 628 pixels

Image ratio: 1.91:1



Promo and Slogan

Ads perform **significantly better** when we have a promotion attached. What we need is short, concise slogan and/or promotional offering that is 2 sentences maximum length (unless otherwise specified).



Creative Revisions

You get two rounds of edits on the ads that we produce. You can revise the ads once in a 3 month period. Please allow for 2 business days for changes.



Facebook Admin Access

If you have ordered a campaign that includes advertising on Facebook, we will need access to the Facebook Page to be able to run the campaign.



Google Analytics Access

If we are sending traffic directly to your client's website, we will need to access your site's Google Analytics to understand the actions people are taking once they arrive.



Install a Code on Website

Depending on the goals of the campaign, we may need to install a snippet of code on your website. This will allow us to track phone numbers, conversions, and more. These may look intimidating, but any webmaster will be able to install them with our given instructions.