

Paid Media Package Options

Account and Campaign Setup

Each platform requires some up-front set up and preparation before we can run our first campaign. This flat-fee includes your initial campaign run. Once set up, subsequent months will go much faster.

8 Hours - Google Advertising or Meta (Facebook/Instagram)

Initial setup includes:

Onboarding meeting with a Paid Ad Specialist to define your objectives, budget, goals, format and message.

Google Ads or Facebook Ads account creation, access, and configuration.

Code installation on your web pages for the analytics collection and future remarketing.

Payment method and tax information setup.

Google Analytics review & configuration for conversion tracking.

Audience creation (Demographics/Remarketing/Lookalike Audiences, etc)

Campaign and Ad setup. (Google Search, Local Ads, Shopping, Display, Video) (Facebook Photo, Video, Carousels, Collections, Boosted Posts, Recruitment Ads, Lead forms, Stories, Facebook Canvas)

10 Hours - Google Advertising and Meta (Facebook/Instagram)

Setting up and configuring both platforms at once results in a time savings, since some of the effort overlaps. This includes the first months' iteration of your campaign for both platforms but does not include creative design (graphics, video, etc).

	Start-Up Package	Small and Medium Business Package	Established Business Package	Large Business Package
Features	2 hours/month of dedicated time from a Paid Ad Specialist For Google/Meta Monthly Spending up to \$500 CAD/month	4 hours/month of dedicated time from a Paid Ad Specialist For Google/Meta Monthly Spending of \$500 - \$1500 CAD/month	8 hours/month of dedicated time from a Paid Ad Specialist For Google/Meta Monthly Spending of \$1500 - \$4000 CAD/month	16 hours/month of dedicated time from a Paid Ad Specialist For Google/Meta Monthly Spending since \$4000 CAD/month
Campaign Check-In and Updates	1 hour every other week	1 hour every week	2 hours weekly	1 hour every other day

	Live Reporting (Databox/DataStudio)	✓	✓	✓	✓
	Google Analytics Review	X *	✓	✓	✓
	Pixel Testing	Once a year	Once every other month	Once a month	Once every other week
	Meetings with Google/Facebook Team to optimize campaigns	X *	X	✓	✓
	Regular client check-ins to refine goals and strategies	Quarterly	Bi-Monthly	Monthly	Twice a month
	Monthly Account Management	\$232 CAD/Month	\$464 CAD/Month	\$928 CAD/Month	\$1856 CAD/Month
	* Services not included in a package are available a la carte on request				
	* Google Shopping and Collections requires more time spent, it's available for large packages or a la carte on request				
	Optional Copywriting and Design Time				
	Not all paid campaigns require copywriting or graphic design. For those that do, we can use client-supplied content or assist with the creative for an additional fee.				
	As creative runs the gamut from simple to sophisticated, we offer advice and direction at no charge and can quote a custom solution for your campaign.				