

SOCIAL MEDIA ADVERTISING

Whether you aim to direct traffic to your website or to publicise a service or product, social media advertising can be an incredibly cost effective method of promotion, and thanks to a wealth of data that we can capture from social media networks, we can be extremely targeted with our approach.

HOW DO WE DO THIS?

1. We create three 'personas' that match your target demographic, using interests and online habits (rather than keywords, which can be expensive).
2. We divide the personas into segments to target them individually.
3. We locate them through data available on social media.
4. We perform A/B testing on the creative and messaging of the ads.
5. We review the results and determine the most successful ads and audience segments.

"A MAN WHO STOPS ADVERTISING TO SAVE MONEY IS LIKE A MAN WHO STOPS A CLOCK TO SAVE TIME"- HENRY FORD



WHAT YOU GET:

- Creative content
- Advertising message
- Delivery of ad across multiple networks
- Market targeting and segmentation
- Performance review

BUDGET

A minimum of £200 per campaign
(Up to £1,000 ad spend, 15% fee after first
£1,000)

