

How To Master Facebook Advertising and the Rise of Conversational Selling



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- **Sold first business by the age of 30**
- **Marketing Director of multi-million dollar tax firm**
- **Built TPM almost purely online – and continue to see huge growth online**
- **Trusted by hundreds of tax and accounting clients**





Paid Traffic ...



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Paid Traffic ...

Where small firms and
businesses go to **DIE**.



The problem isn't
“the medium” ...



The problem isn't
“the medium” ...

It's the model.



The Online Marketing Relationship Journey

- 1) Awareness**
- 2) Engage/Subscribe**
- 3) Convert**
- 4) Ascend**



The Online Marketing Relationship Journey

- ~~1) Awareness~~ Go to the bar**
- ~~2) Engage/Subscribe~~ Dating**
- ~~3) Convert~~ Marriage**
- ~~4) Ascend~~ Have kids**



**TO CLAIM A FREE
FACEBOOK ADS CONSULT:**

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Here's where many tax and
service professionals businesses
have been online ...



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A brief illustration



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—% Match
—% Friend
—% Enemy

IWontMurderYou

30 / M / Straight / Single
Boston, Massachusetts

About

Photos

My self-summary

I'm a fun loving guy and a self-starter who has absolutely no interest in committing murder. I'm looking for love, companionship, or just that one lovely evening (and rest assured that that one lovely evening will absolutely end with you back at your house, safe and sound!) Let me take you into my magical world of not murdering anyone, ever, for any reason.

What I'm doing with my life

I'll tell you this right up front: Certainly not murdering ANYONE, least of all you! Beyond that, mostly digging.



www.gigamonster.com

Now, hopefully your
“online profile” is a little bit
more like this...





“Pay Per Click” (Paid Traffic)
is simply putting your “profile”
directly in front of people who
would be most likely to respond.



It can be used for Awareness.



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It can be used for Awareness.
It can be used for
Subscribe/Engage.



It can be used for **Awareness.**
It can be used for
Subscribe/Engage.
It can even be used to **Convert**
and **Ascend.**



Unfortunately, most tax and
accounting firms still resort to
this:



WIFE WANTED

WHITE MALE, NICE LOOKING, GREAT SENSE OF HUMOR, FINANCIALLY SECURE,
LOVES TO TRAVEL. SEEKS FUN FIT FEMALE (AGE 32-46) WITH A GREAT SMILE AND A
WONDERFUL HEART.

CALL 310-226-2999



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In order to pay for advertising on PPC (which can get expensive), businesses tend to go right for the jugular ...



In order to pay for advertising on PPC (which can get expensive), businesses tend to go right for the jugular ...

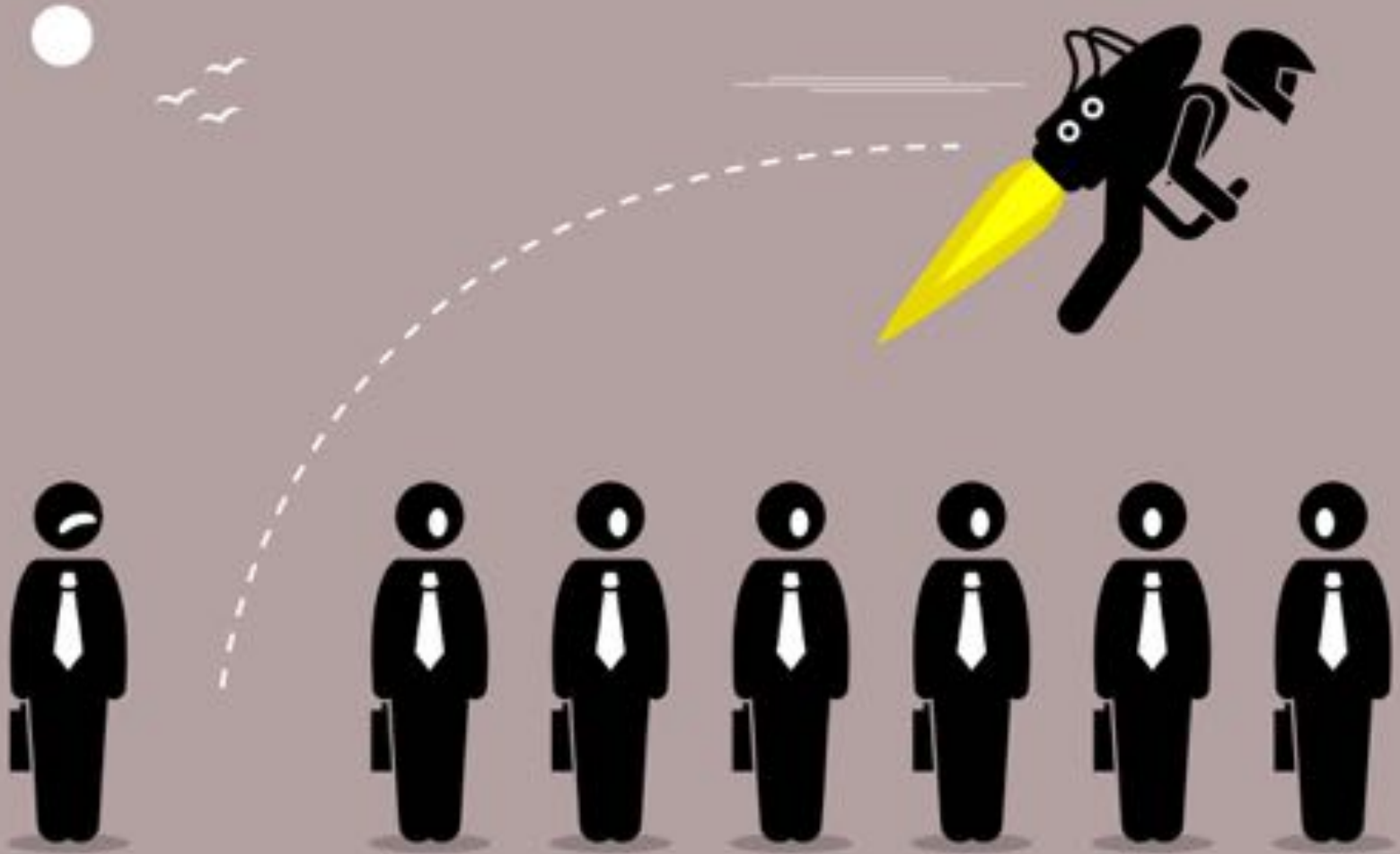
and then if that doesn't work, they back off ... and try again.



There is no accounting for the Online Marketing Relationship Journey



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Why is Facebook so effective?

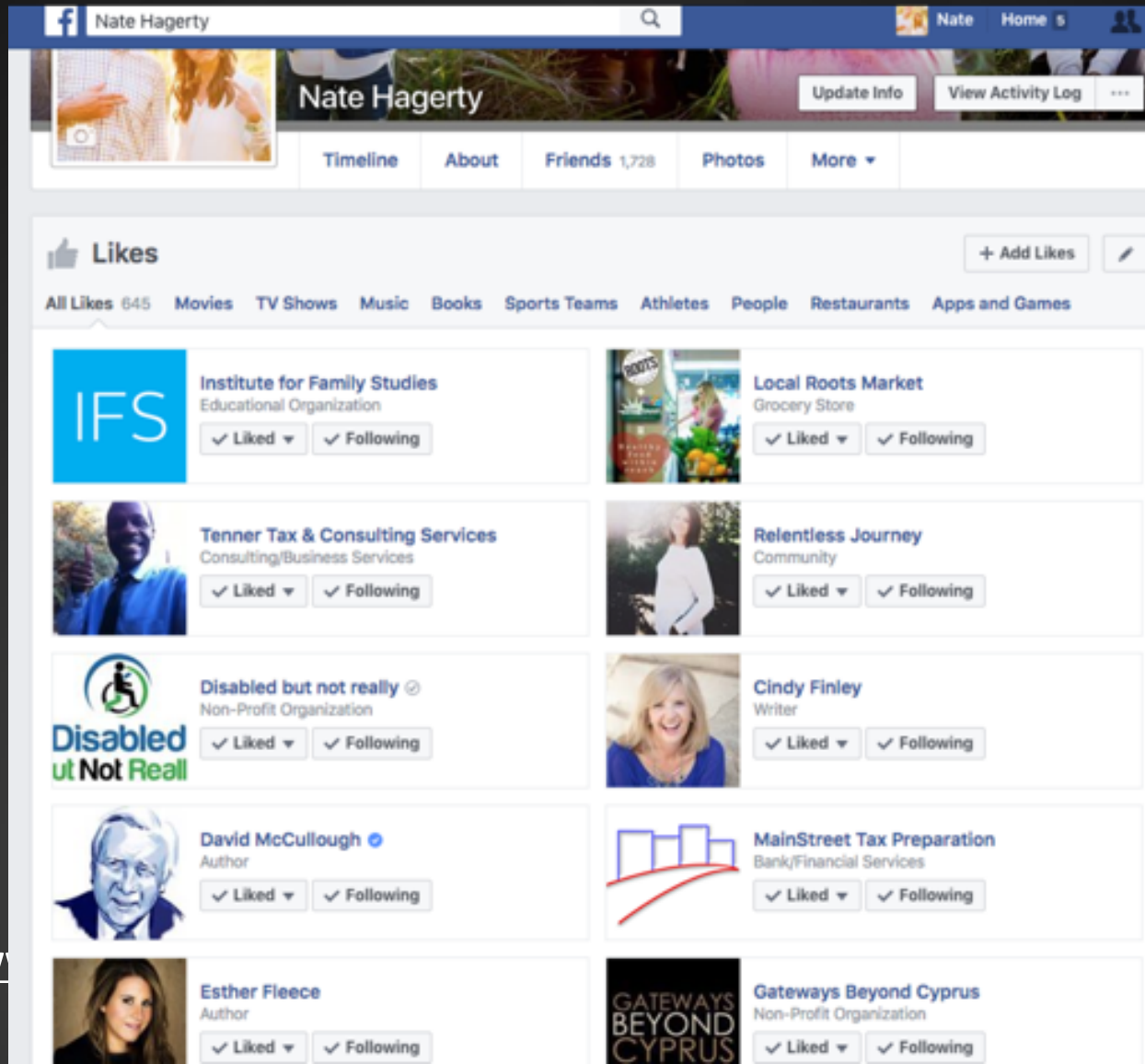


Behavior and Interest Targeting



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Also, Facebook knows A LOT about us... more than any other traffic platform out there



The screenshot shows the Facebook profile of Nate Hagerty. The profile header includes the name "Nate Hagerty", a search bar, and navigation links for "Timeline", "About", "Friends 1,728", "Photos", and "More". Below the header, the "Likes" section is displayed, showing a grid of 12 liked items. Each item includes a profile picture, the name of the entity, its category, and buttons for "Liked" and "Following".

Entity Name	Category	Liked	Following
Institute for Family Studies	Educational Organization	✓	✓
Local Roots Market	Grocery Store	✓	✓
Tenner Tax & Consulting Services	Consulting/Business Services	✓	✓
Relentless Journey	Community	✓	✓
Disabled but not really	Non-Profit Organization	✓	✓
Cindy Finley	Writer	✓	✓
David McCullough	Author	✓	✓
MainStreet Tax Preparation	Bank/Financial Services	✓	✓
Esther Fleece	Author	✓	✓
Gateways Beyond Cyprus	Non-Profit Organization	✓	✓



WW

Facebook also even knows what
you do when you LEAVE Facebook
(retargeting)





Strategy:

Move Prospects From
Cold → Warm → Client





Strategy:

Move Prospects From
Cold → Warm → Client
Automatically



Cold = “Awareness” Stage

Warm = “Engagement” Stage

Client = “Convert” Stage



Every time you create a Facebook ad, you'll see these categories:



The screenshot shows the Facebook Ads targeting interface. On the left, several categories are listed with colored arrows pointing to them: a blue arrow points to 'Custom Audiences', a green arrow points to 'Locations', a purple arrow points to 'Age', an orange arrow points to 'Gender', a red arrow points to 'Languages', and a purple arrow points to 'Detailed Targeting'.

Custom Audiences (blue arrow)

Choose a Custom Audience

Create New Custom Audience...

Locations (green arrow)

Everyone in this location

United States

Include Add a country, metropolitan area, ZIP or address

Age (purple arrow)

18+ 25+

Gender (orange arrow)

Male Female

Languages (red arrow)

Enter a language

Detailed Targeting (purple arrow)

Millions of people who match at least ONE of the following

Age demographics, interests or behaviors

Exclude People

Audience Definition

Your audience selection is fully broad

Audience Details

- Location
 - United States
- Age
 - 18 - 25+

Potential Reach: 100,000,000 people





Locations

Huge for local tax and accounting firms

Enter...

one or more countries

regions

states

cities

postal codes

addresses

Designated Market Areas®...



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Detailed Interest and Demographic Targeting

Where some magic can happen





Detailed Targeting

- What's their education level? (Associate degree, college grad, Master's degree, Doctorate degree, high school grad, in college, in grad school, in high school, professional degree, some college, some grad school, some high school, unspecified)
- What was/is their field of study? (Marketing, culinary, finance, etc.)
- What school did they attend? (High schools, colleges, etc.)
- What years were they in undergrad? (Select a range of years people graduated)
- Ethnic Affinity (African American (US), Asian American (US), Hispanic (US – All), Hispanic (US – Bilingual), Hispanic (US – English dominant), Hispanic (US – Spanish dominant))





Detailed Targeting 2

- What is their income range? (\$30,000 – \$40,000, \$40,000 – \$50,000, \$50,000 – \$75,000, \$75,000 – \$100,000, \$100,000 – \$125,000, \$125,000 – \$150,000, \$150,000 – \$250,000, \$250,000 – \$350,000, \$350,000 – \$500,000, Over \$500,000)
- What is their net worth? (\$1 – \$100,000, \$1,000,000 – \$2,000,000, \$100,000 – \$200,000, \$200,000 – \$500,000, \$500,000 – \$750,000, \$750,000 – \$1,000,000)
- What generation do they belong to? (Baby Boomers (US), Generation X, Millennials)
- Are they: Renters, Homeowners or First time homebuyers?
- What type of home do they reside in? (Apartment, condo, multi-family home, single)
- What is their home worth? (10 different segments from fewer than \$50,000 to over \$2,000,000)





Detailed Targeting 3

- How many acres is their property? (11 different segments from .26 – .59 acres to > 40 acres)
- What's the square footage of their home? (13 different segments from fewer than 750 sq. ft. to 6,000 – 6,999 sq. ft.)
- When was their home built? (11 different segments from 1900-1909 to >2011)
- What is their household composition? (Family-based households, grandparents, housemate-based households, new parents, veterans in home, working women, young & hip, young adults in home)
- Life events? (Anniversary within 30 days, away from family, away from hometown, long distance relationship, new job, new relationship, newly engaged (3 months), newly engaged (6 months), newly engaged (1 year), newlywed (3 months), newlywed (6 months), newlywed (1 year), recently moved, upcoming birthday)





Detailed Targeting 4

- Who are their friends? (friends with the newly engaged, friends with the newlywed, friends with someone who has an anniversary within 30 days, friends with someone who recently moved, friends with someone who has an upcoming birthday)
- Are they a parent? ((0-12 months) new parents, (01-02 Years) parents with toddlers, (03-05 Years) parents with preschoolers, (06-08 Years) parents with early school age children, (08-12 Years) parents with pre-teens, (13-18 Years) parents with teenagers, (18-26 Years) parents with adult children, expectant parents, parents (All))
- Are they a mom? What type? (Big-city moms, corporate moms, fit moms, green moms, moms of grade school kids, moms of high school kids, moms of preschool kids, new moms, soccer moms, stay-at-home moms, trendy moms)
- What's their view on US politics? (Are they likely to engage in liberal or conservative politics? Are they likely to donate to liberal or conservative causes?)





Detailed Targeting 5

- Do they identify as: conservative, liberal, moderate, very conservative or very liberal?)
- Who are they interested in? (Unspecified, men, women, men and women)
- What's their relationship status? (Civil union, complicated, divorced, domestic partnership, engaged, in a relationship, married, open relationship, separated, single, unspecified, widowed)
- Who is their employer? (Apple, Target, Dell, etc.)
- What industry do they work in? (28 categories from administrative to legal to US veterans)
- What is their job title? (Doctor, store manager, marketing coordinator, etc.)
- What type of office do they work in? (Home office, small office, small business)



You can waste a LOT of time with different targeting options, so when starting out, the best advice:

K.I.S.S.



YOU can do this.

What are the top characteristics
of your prospects?



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**What works best for cold /
“awareness” stage prospects?**



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**Create something to register
SOME kind of interest ...**



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Thereby compiling your WARM
audience.



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Cold / “Awareness” Stage

VIDEO

Easy.

Low commitment engagement.
But still interested.



www.Jetfuelinfo.com



Cold / “Awareness” Stage

VIDEO

Easy.

Low commitment engagement.

But still interested.

We track this.



www.Jetfuelinfo.com



Cold / “Awareness” Stage

Website Traffic

Higher level of commitment.
People are interested enough to
click away from their newsfeed
to look at your content.



www.Jetfuelinfo.com



Cold / “Awareness” Stage

Website Traffic

Higher level of commitment.
People are interested enough to
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to look at your content.

We track this.



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Cold / “Awareness” Stage

Email Opt-Ins

They’ve raised their hand. They like you and what you have to offer - **relationally**.

They don’t mind listening to what you have to say or you following up with them.

These people are your greatest opportunities.





Warm “Engagement” Stage Prospects



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Warm / “Engagement” Stage

The targeting is already done.



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Warm / “Engagement” Stage

We tracked engagement from the ads we showed to our prequalified, interest-targeted audience (video, blog, opt-in).





Warm / “Engagement” Stage

Custom Audiences

Segment them based on
content they engage with





Warm / “Engagement” Stage

Custom Audiences are also created by uploading your customer database of...

- *email addresses
- *phone numbers
- *And more...

...Facebook will match this data to as many user profiles as possible.





Warm / “Engagement” Stage

Now give them a call to action.



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Warm / “Engagement” Stage

Now give them a call to action.



www.Jetfuel.me.com

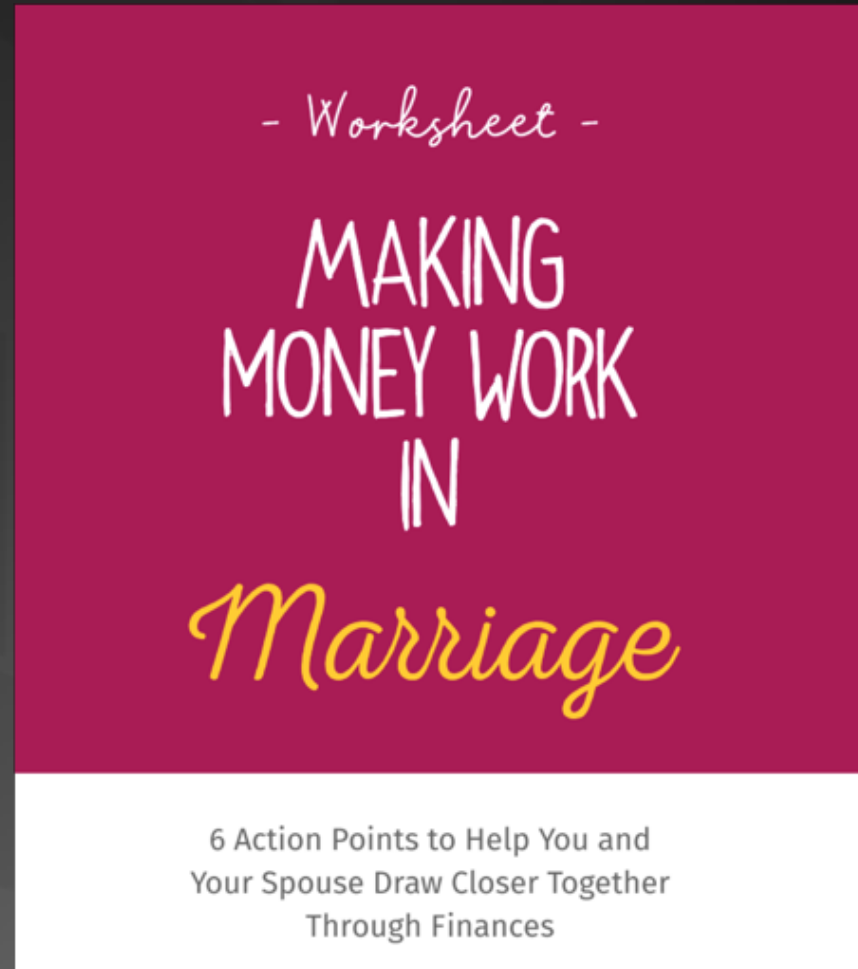


Cold / “Awareness” Stage





Warm / “Engagement” Stage



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Warm / “Engagement” Stage

And what should that “action”
be?



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Buyer / “Convert” Stage



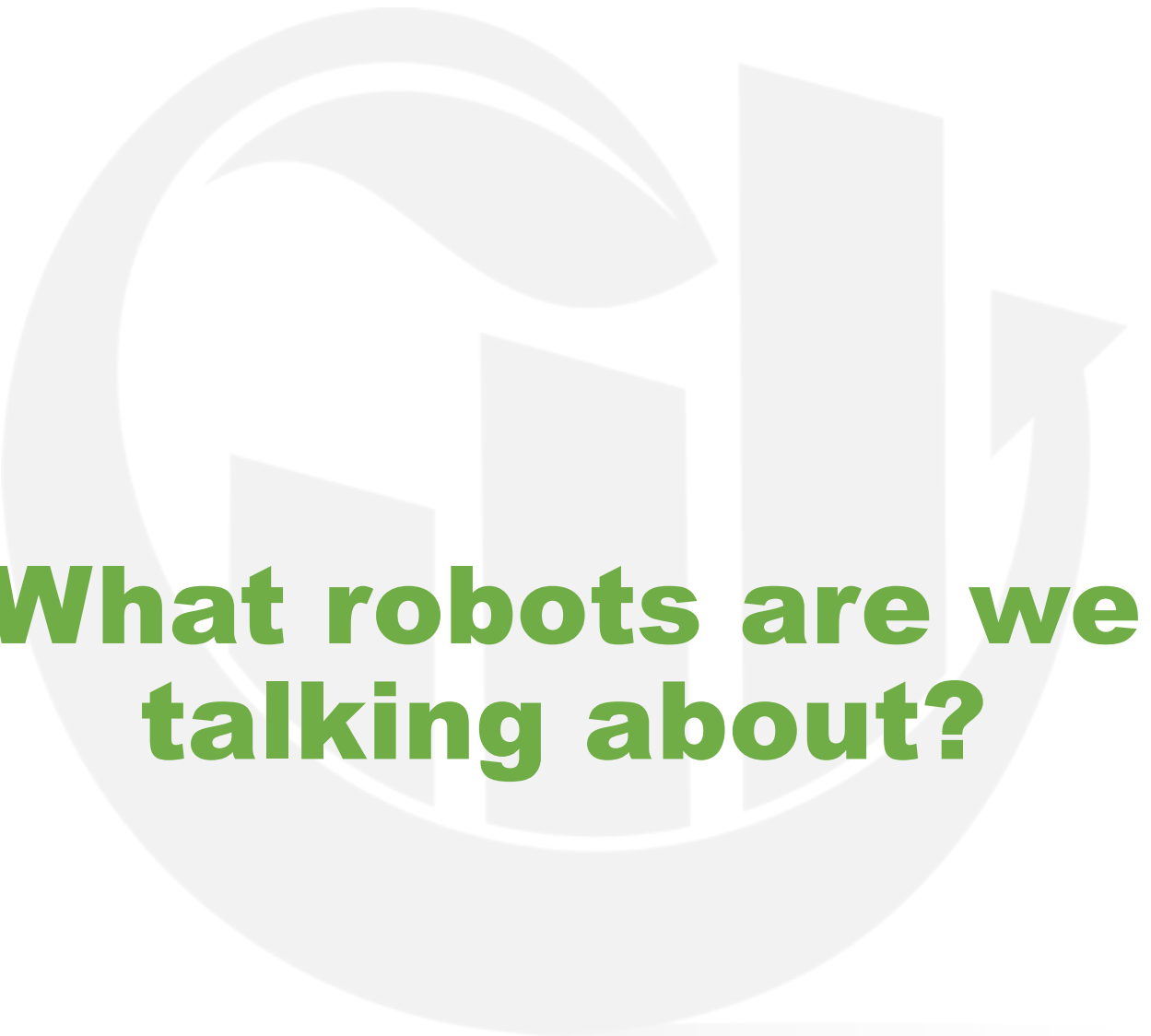


A New digital marketing tool

Conversational Selling and CHATBOTS



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What robots are we talking about?



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www.Jetfuelinfo.com



Not this one



www.Jetfuelinfo.com




Not this one

... yet.




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A close-up portrait of Mark Zuckerberg looking slightly to the right. His eyes are glowing with a red, digital light, giving him a cybernetic or artificial appearance. The background is a plain, light gray.

The more of your data I gather,
the more I understand
what it means
to be *human*.



www.Jetfuelinfo.com



The more of your data I gather,
the more I understand
what it means
to be *human*.

Mark Zuckerbot



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facebook Messenger



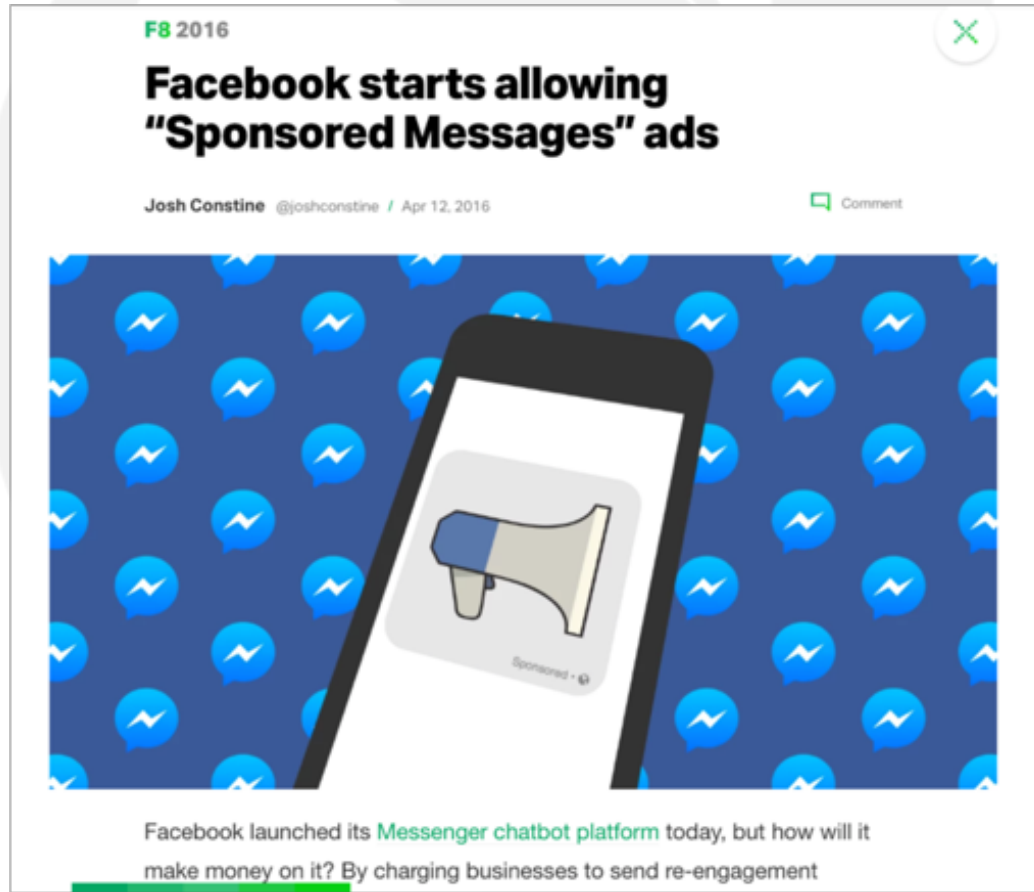
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History and facts



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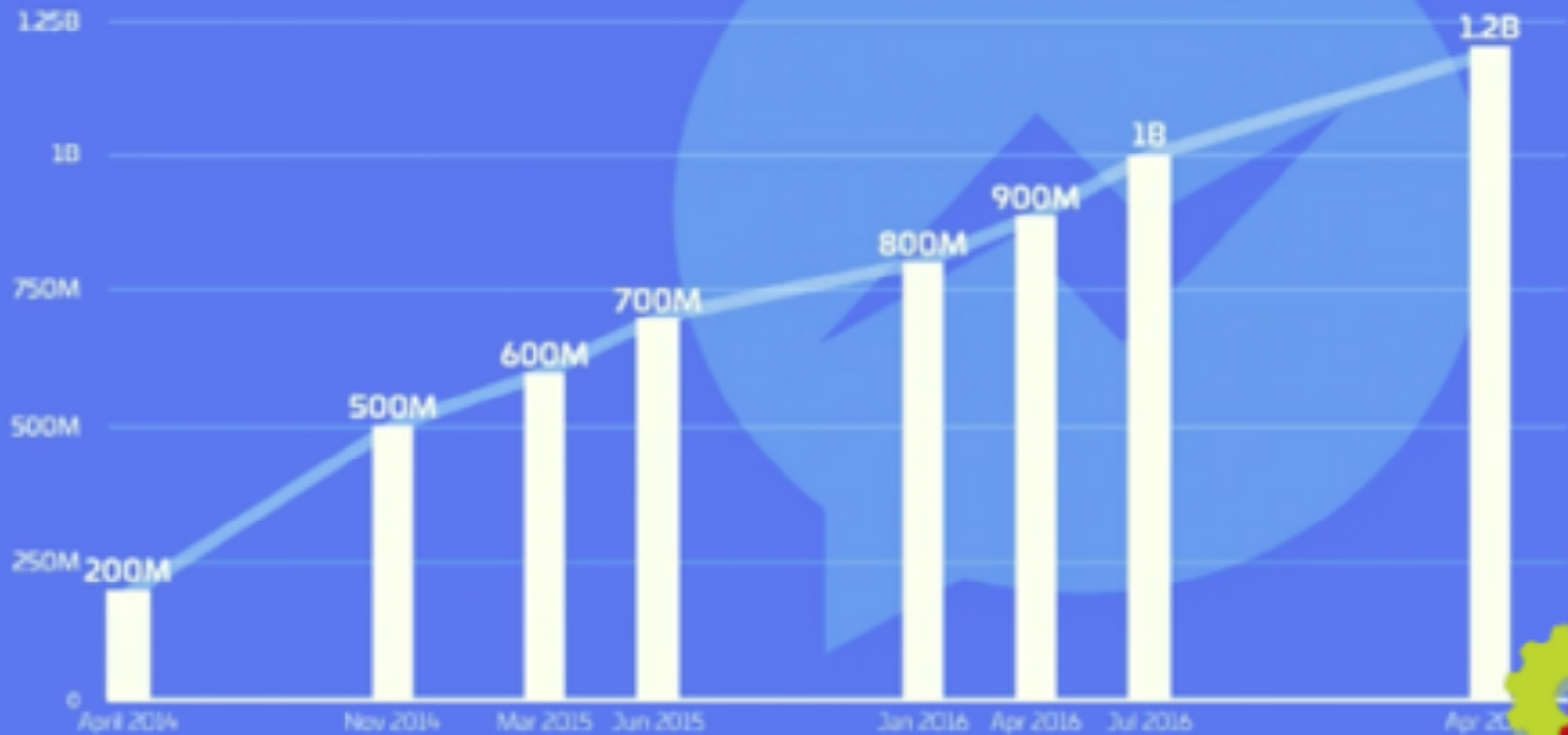
2016: FB Messenger launched ads



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Facebook Messenger Users

1.2 billion



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1.3 billion users now...

Facebook Messenger Users

1.2 billion

**GO TO WHERE
THE PEOPLE ARE!**



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**8 billion messages
between people
and businesses
each month**



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**8 billion messages
between people
and businesses
each month**

— up 4X since last year



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Conversational leads + chatbots

How can Messenger bots help a Tax Firm?



Conversational leads + chatbots

**How about I just show
you a chat bot I made.**



1. Video-to-PDF Ad

Desktop

This is a desktop view of a Facebook video advertisement. At the top, it shows a profile picture, a name, and a 'Sponsored (demo)' label. The text of the ad reads: 'County families: We're often asked about setting up a good system for keeping a family's financial records organized. It can be a challenge to simply keep track of everything! Need Help? Download your free Record Keep Quick Guide right now:'. Below the text is a video player. The video shows a messy desk with papers and a large text overlay that says 'STEP 1 Find a good home for your documents'. The video player has a progress bar and a timestamp of '-0:58'. Below the video player, the ad text continues: 'Download | A 4-Step Plan For Organizing Your Household Financial Records' and 'Download right in Messenger'. There is a 'Send Message' button. At the bottom right, a red circle highlights the text '1.9K Views'.

Inc.

Sponsored (demo)

County families: We're often asked about setting up a good system for keeping a family's financial records organized. It can be a challenge to simply keep track of everything!

Need Help? Download your free Record Keep Quick Guide right now:

1.00

STEP 1

Find a good home for your documents

-0:58

Download | A 4-Step Plan For Organizing Your Household Financial Records

Download right in Messenger

Send Message

1.9K Views

Mobile

This is a mobile view of the same Facebook video advertisement. It shows the same text and video player as the desktop version, but the layout is adapted for a smaller screen. The video player shows a play button in the center. The ad text at the bottom is: 'Download | A 4-Step Plan For Organizing Your...' and 'Download right in Messenger'. There is a 'SEND MESSAGE' button.

Sponsored

County families: We're often asked about setting up a good system for keeping a family's financial records organized. It can be a challenge to simply keep track of everything!

Need Help? Download your free Record Keep Quick Guide right now:

Time to get organized?

Download | A 4-Step Plan For Organizing Your...

Download right in Messenger

SEND MESSAGE



2. Instant Delivery & interaction in Messenger

1) Tap the button

2) Messenger instantly opens to deliver the download

3) Then they just click to view and download

STEP 1
Find a good home for your documents

Download | A 4-Step Plan For Organizing Your Household Financial Records
Download right in Messenger

Send Message

1.5K Views

Like Comment Share

Hey there,
Thanks for your interest in getting your free copy of our Printable Guide

Get our free Record Keeping Quick Guide

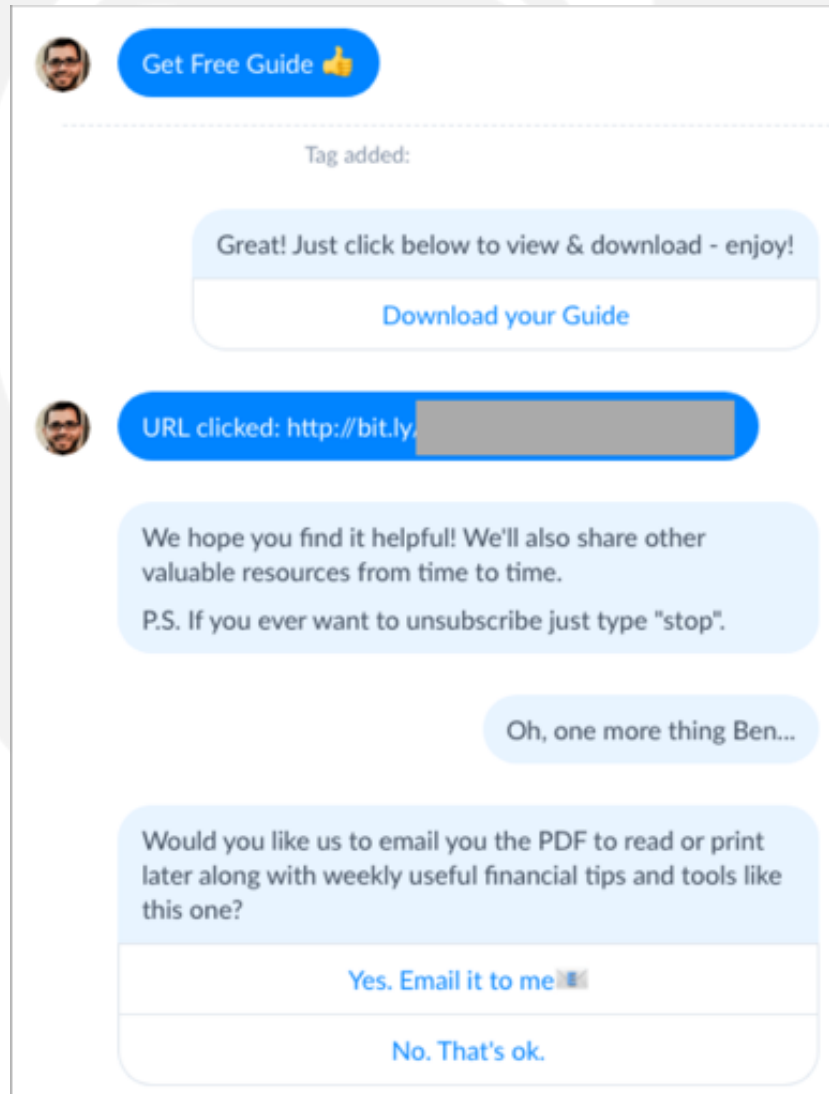
Get Free Guide


No, thank you

Type a message...

Chat (3)

3. Delivery + Automatic Follow up




 [Get Free Guide](#) 👍

Tag added:

Great! Just click below to view & download - enjoy!

[Download your Guide](#)

 URL clicked: <http://bit.ly/...>

We hope you find it helpful! We'll also share other valuable resources from time to time.
P.S. If you ever want to unsubscribe just type "stop".

Oh, one more thing Ben...

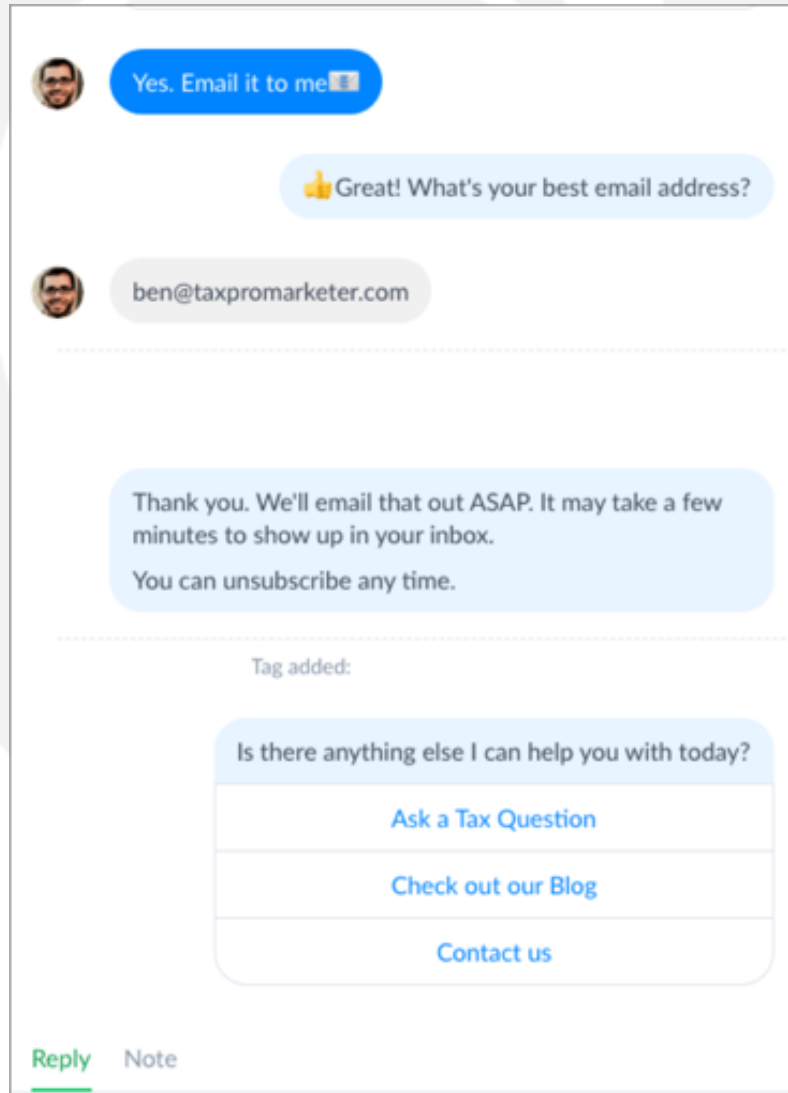
Would you like us to email you the PDF to read or print later along with weekly useful financial tips and tools like this one?

[Yes. Email it to me](#) 📧

[No. That's ok.](#)



3. Delivery + Automatic Follow up



Yes. Email it to me 📧

Great! What's your best email address?

ben@taxpromarketer.com

Thank you. We'll email that out ASAP. It may take a few minutes to show up in your inbox.
You can unsubscribe any time.

Tag added:

Is there anything else I can help you with today?

Ask a Tax Question

Check out our Blog

Contact us

[Reply](#) [Note](#)



3a. Digital Ad Models

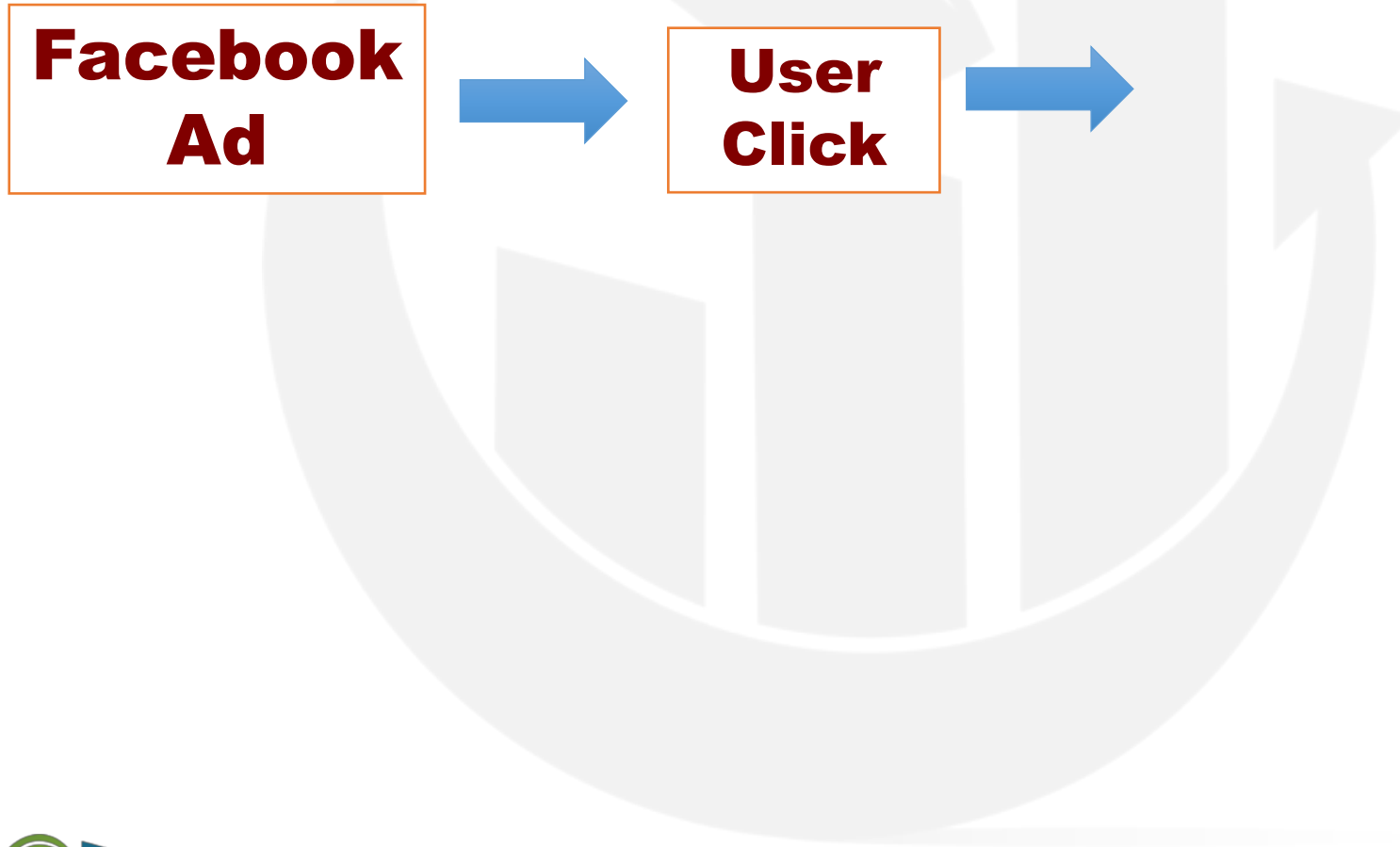
Traditional:

**Facebook
Ad**



3a. Digital Ad Models

Traditional:



3a. Digital Ad Models

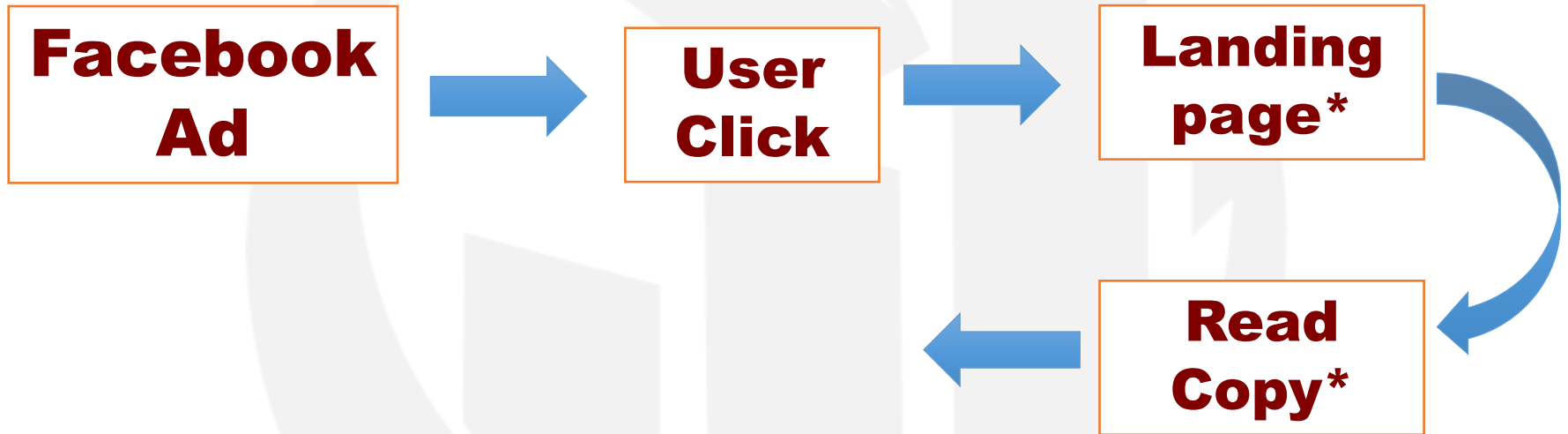
Traditional:



***off the Facebook Platform**

3a. Digital Ad Models

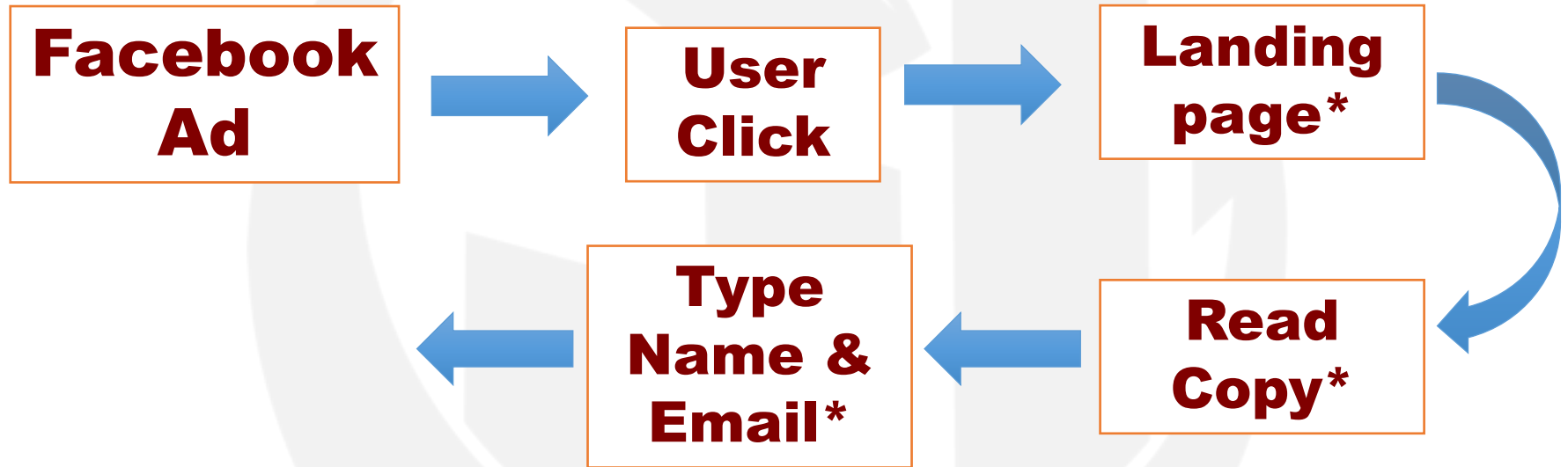
Traditional:



***off the Facebook Platform**

3a. Digital Ad Models

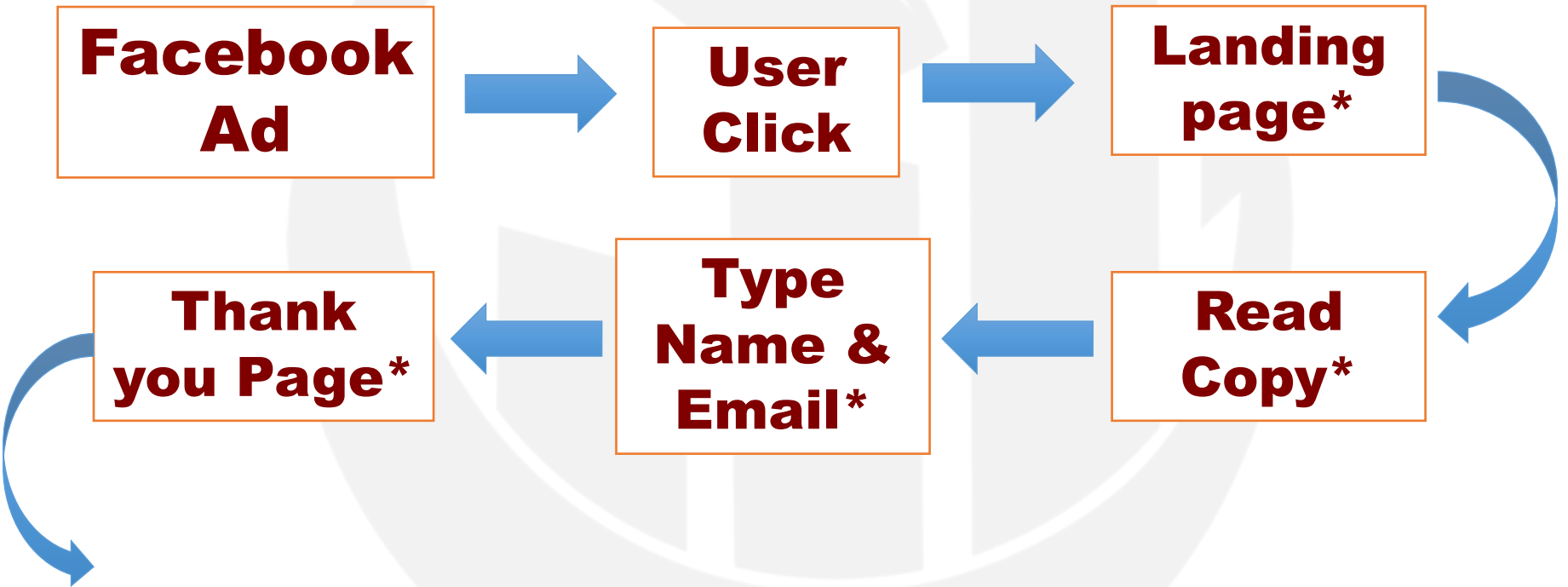
Traditional:



***off the Facebook Platform**

3a. Digital Ad Models

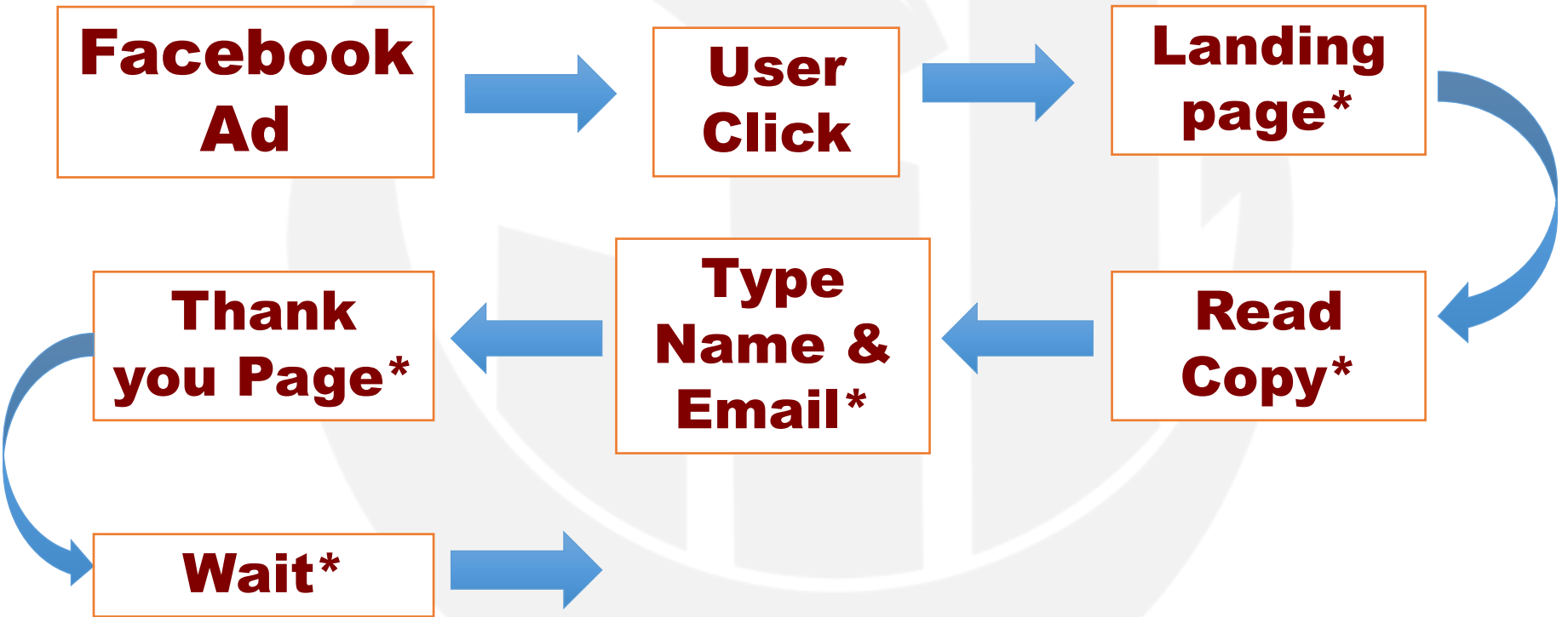
Traditional:



***off the Facebook Platform**

3a. Digital Ad Models

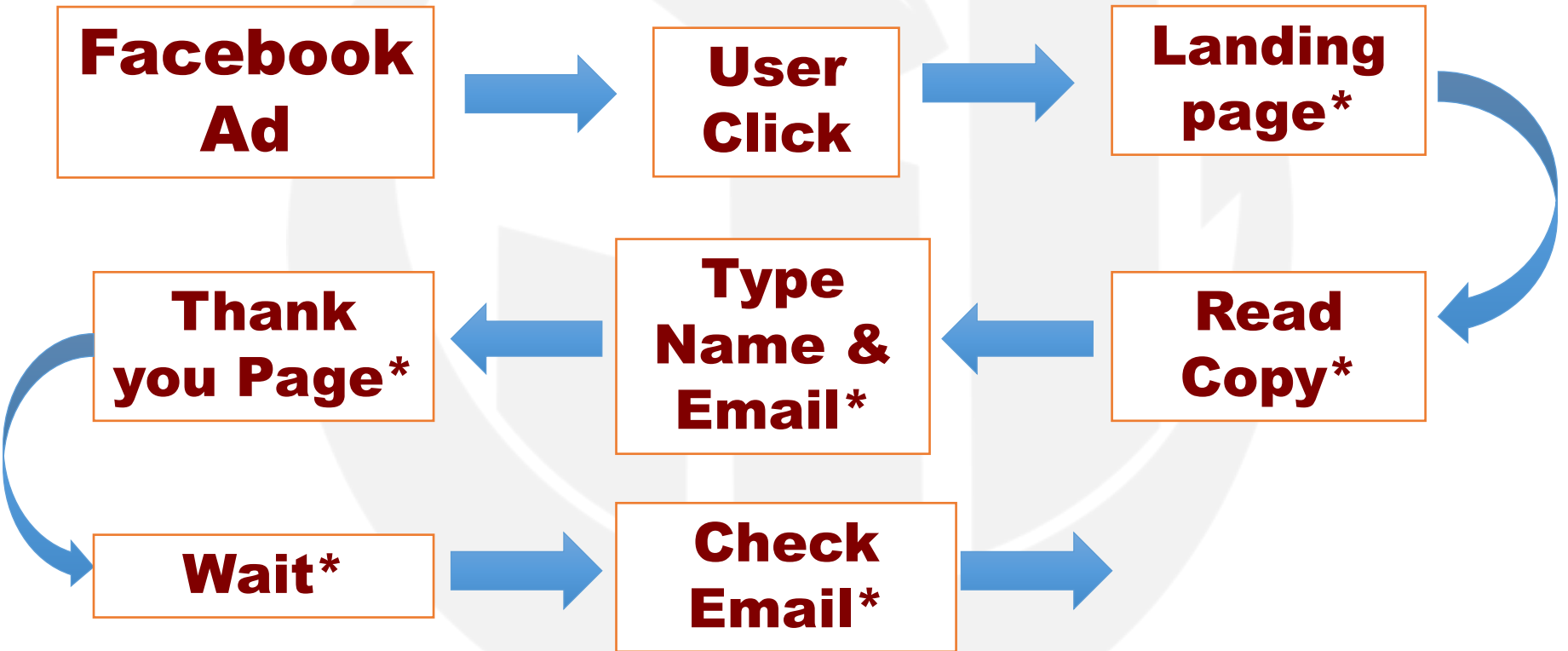
Traditional:



***off the Facebook Platform**

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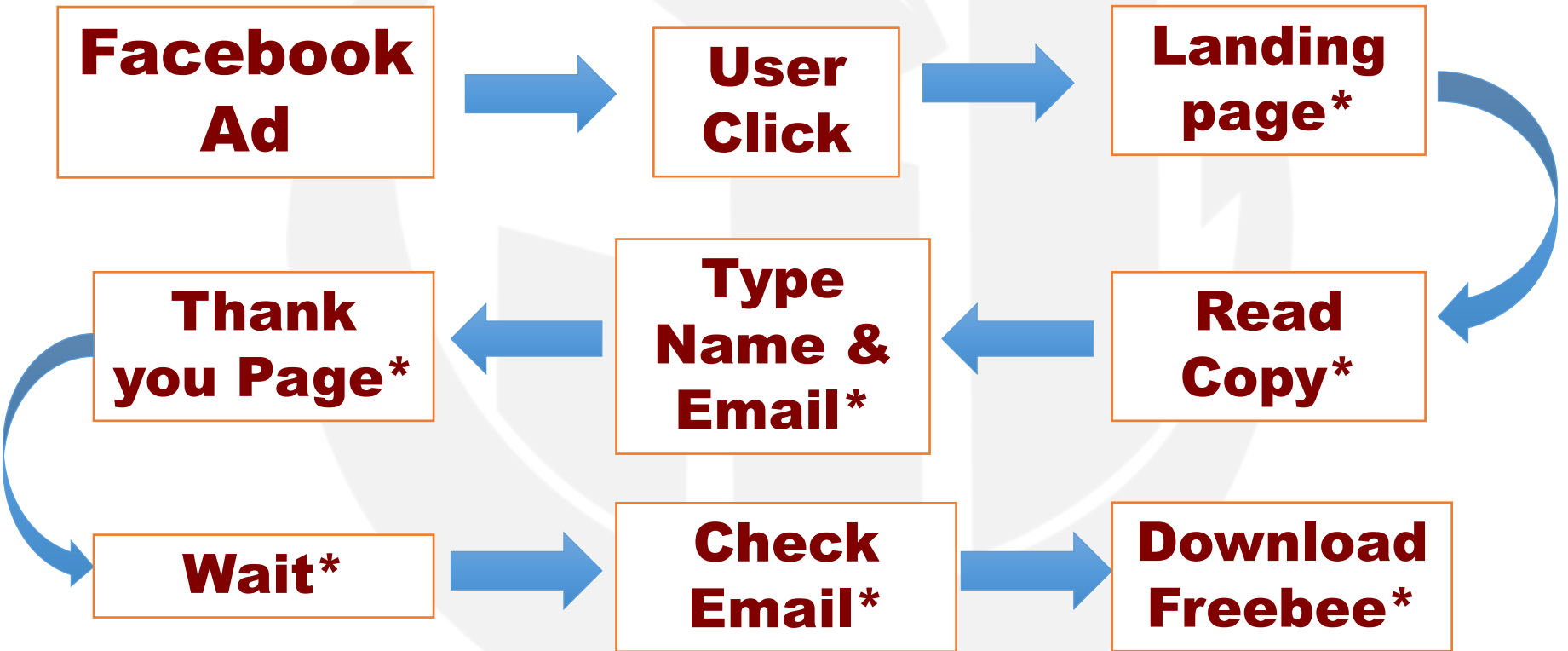
Traditional:



***off the Facebook Platform**

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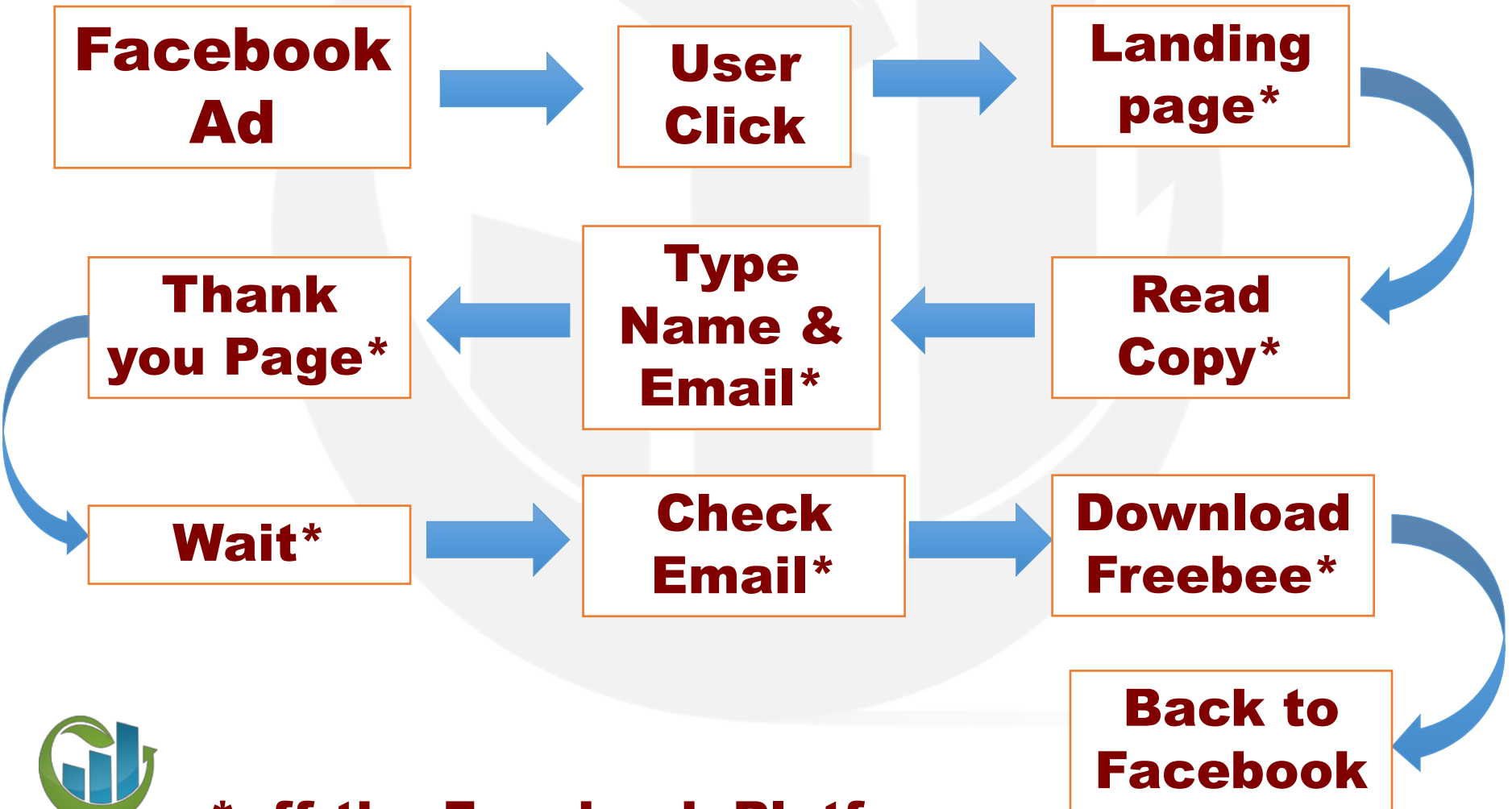
Traditional:



***off the Facebook Platform**

3a. Digital Ad Models

Traditional:



***off the Facebook Platform**



3a. Digital Ad Models

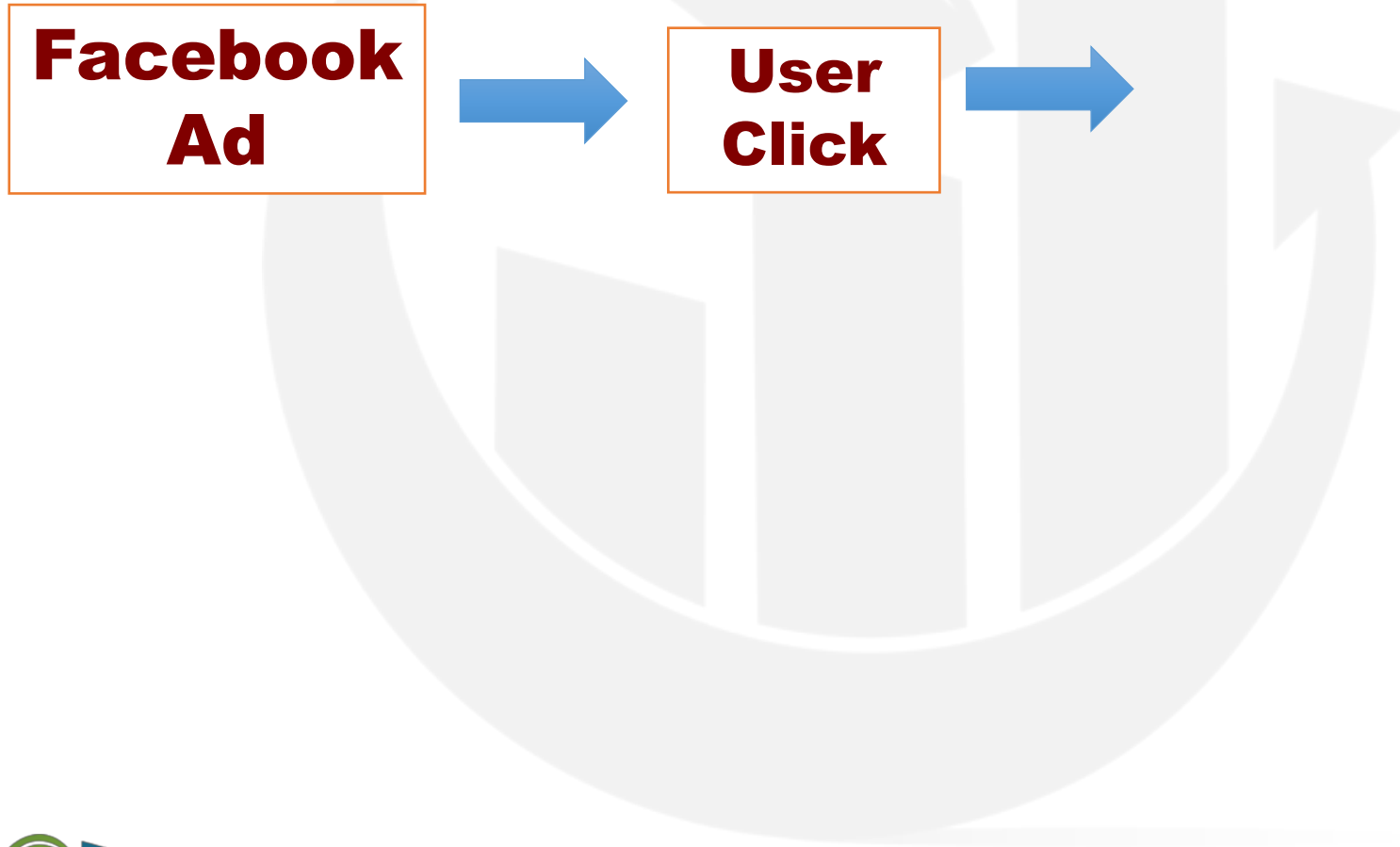
Messenger Bot:

**Facebook
Ad**



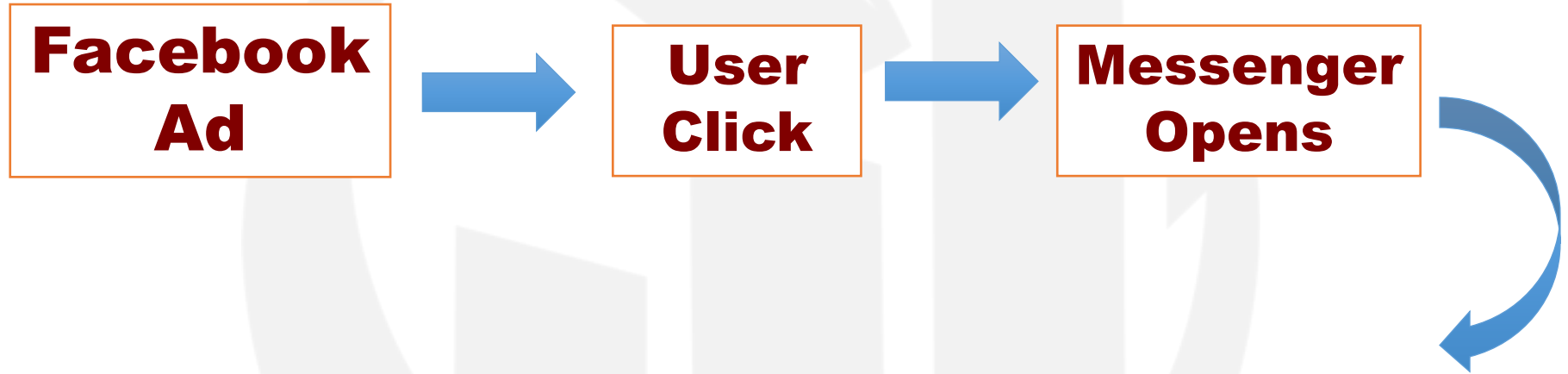
3a. Digital Ad Models

Messenger Bot:



3a. Digital Ad Models

Messenger Bot:



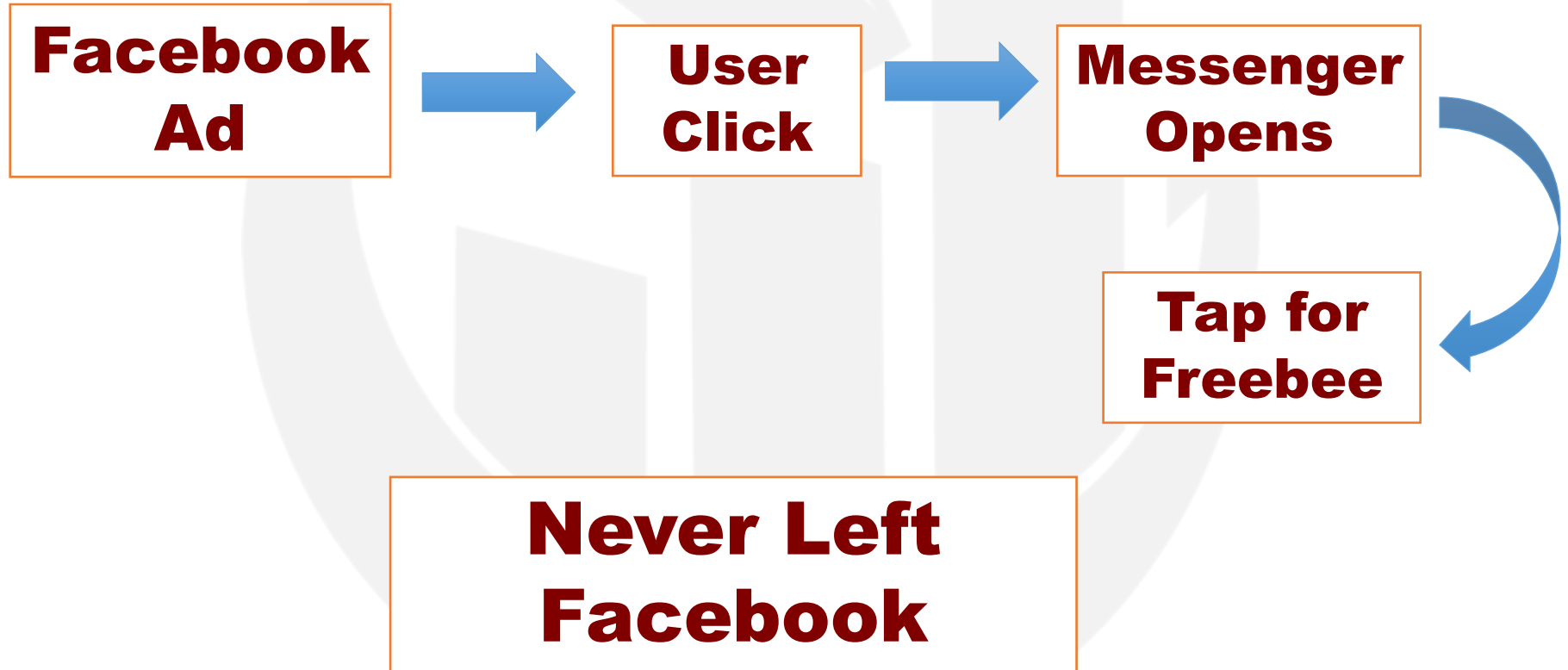
3a. Digital Ad Models

Messenger Bot:



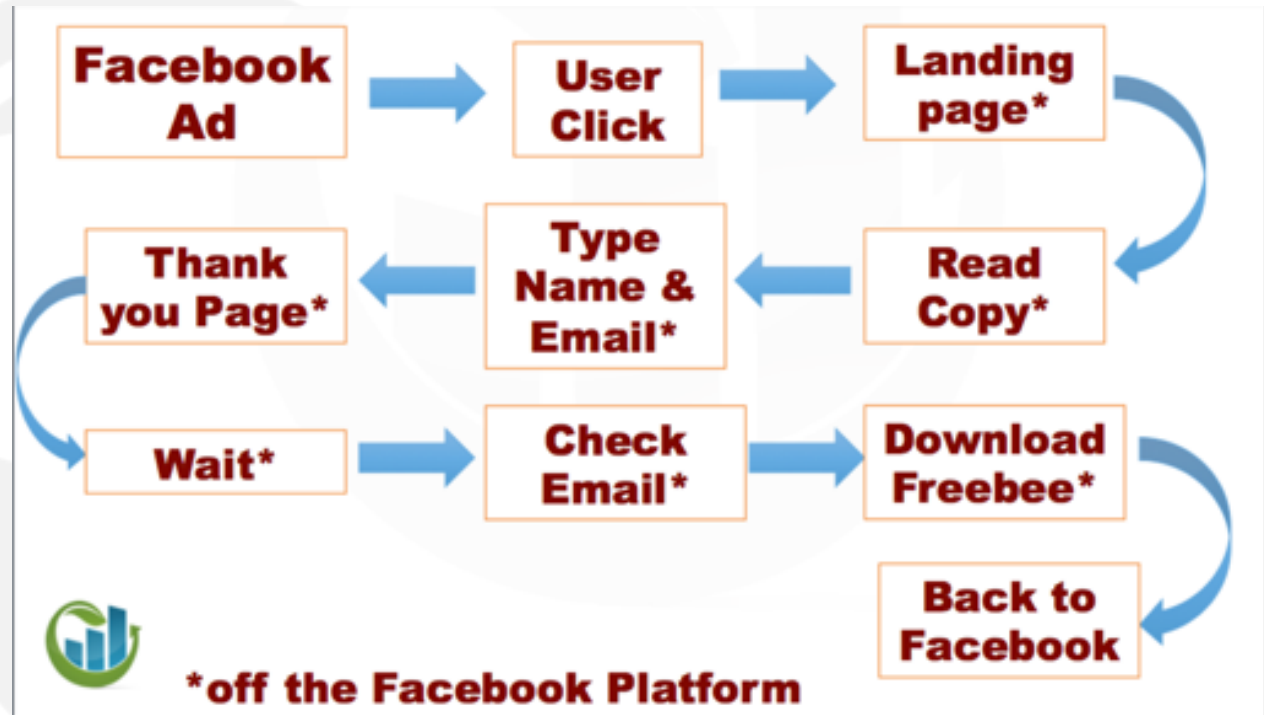
3a. Digital Ad Models

Messenger Bot:



3a. Digital Ad Models

Traditional:



Messenger Bot:



3a. Digital Ad Models

Traditional:



**Messenger
Bot:**



3a. Digital Ad Models

Traditional:



**Messenger
Bot:**



3a. Digital Ad Models

Traditional:



Messenger Bot:





So, what happened?



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So, what happened?

 **Inc.** Sponsored (demo) · 

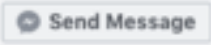
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1.00


STEP 1
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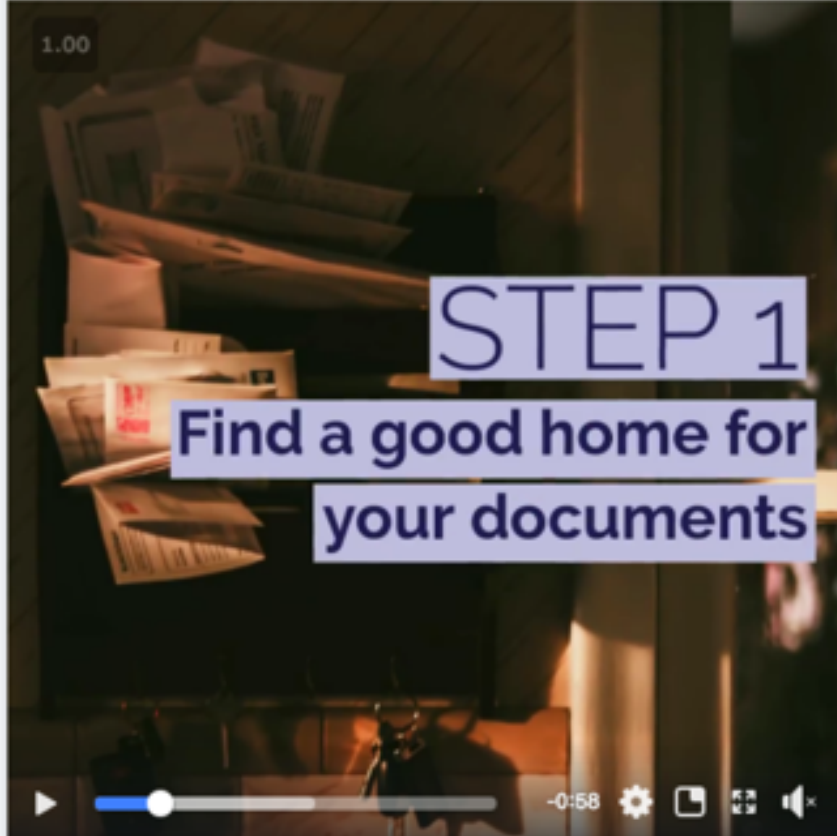
1.9K Views



 **Inc.** Sponsored (demo) · 🌐

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Need Help? Download your free Record Keep Quick Guide right now:



Download | A 4-Step Plan For Organizing Your Household Financial Records

Download right in Messenger

[Send Message](#)

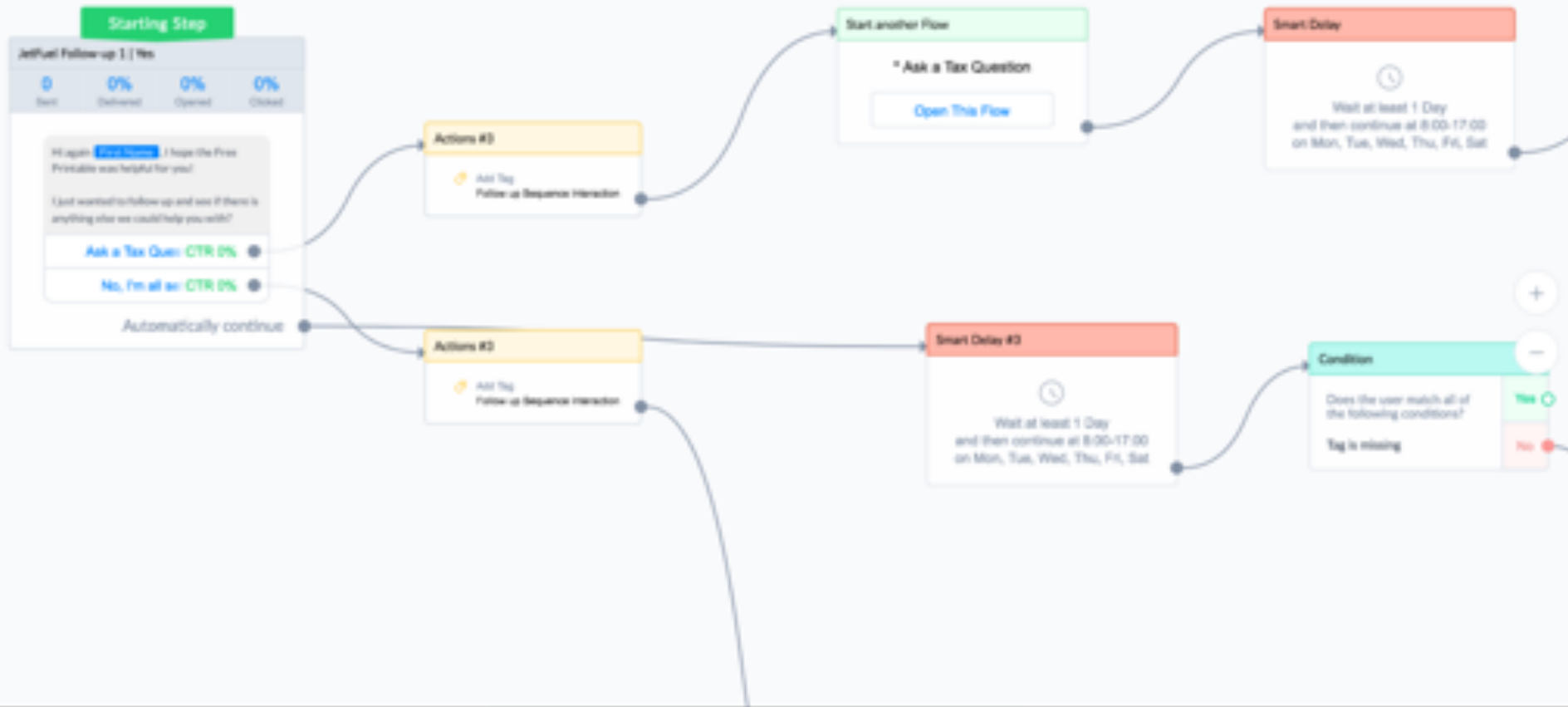
1.9K Views

So, what happened?

- **Spent \$125**
- **4,281 *Qualified* people reached - *locally***
- **6,333 Impressions**
- **222 Ad Interactions**
- **24 new Messenger Conversations Started - *voluntarily***



4. Sequences / Follow up



5. Broadcasts / Nurturing

Ben, we hope your holiday is filled to overflowing with those people and memories you are most thankful for. 😊



Tuesday 2:52 PM

2019 is approaching, Ben. How are you doing on your financial goals? Are you making progress, or do you just need to get started? Either way, we're here to help when you need us.

[Contact Us](#)

A YEAR FROM NOW YOU
MAY WISH YOU HAD



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5. Broadcasts / Nurturing

Ben, we hope your holiday is filled to overflowing with those people and memories you are most thankful for. 😊



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[Contact Us](#)

A YEAR FROM NOW YOU
MAY WISH YOU HAD


**Open Rate:
63 – 89%**



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1. Long Content Post -to-PDF Ad

Desktop




Sponsored (demo) · 🌐

Business Owners: Do you know the answers to these questions about your business?





In our years of helping business owners organize and improve their numbers, these are the foundational questions that emerge again and again, and which, when answered well, make the biggest gains in our clients' decision-making, operations ... and sleep.

#1: Is the value of your business firmly established?... [See More](#)




PDF | 6 Important Questions for Small Business Owners to Answer in 2018

📩 Send Message

 Like  Comment  Share 


Mobile



Sponsored · 🌐

Business Owners: Do you know the answers to these questions about your business?




In our years of helping business owners organize and improve their numbers, these are the foundational questions... [More](#)



PDF | 6 Important Questions for Small...

Download right in Messenger

SEND MESSAGE

 Like  Comment  Share

1. Long Content Post -to-PDF Ad



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2. Instant Delivery &

The image shows a Facebook interface with a sponsored post and a chat window. The post is from 'Jen Tpm Mills' and is titled 'Business Owners: Do you know the answers to these questions about your business?'. It contains text about helping business owners and a link to 'See more'. Below the text is a photo of a person holding a mug that says 'LIKE A BOSS'. The post has a 'PDF | 6 Important Questions for Small Business Owners to Answer in 2018' and a 'Send Message' button. A red arrow points from the 'See more' link to the text '#1 Give great free content towards target audience'. Another red arrow points from the 'Send Message' button to the text '#2 Offer them even more'. A third red arrow points from the 'Get Free eBook' button in the chat window to the text '#3 Instantly deliver what you promised'. The chat window is titled 'Accounting & Tax' and shows a message from the user: 'Hey there, Thanks for your interest in getting your free copy of our mini eBook'. The chat window also shows a photo of the same person holding the 'LIKE A BOSS' mug and a 'Get Free eBook' button.

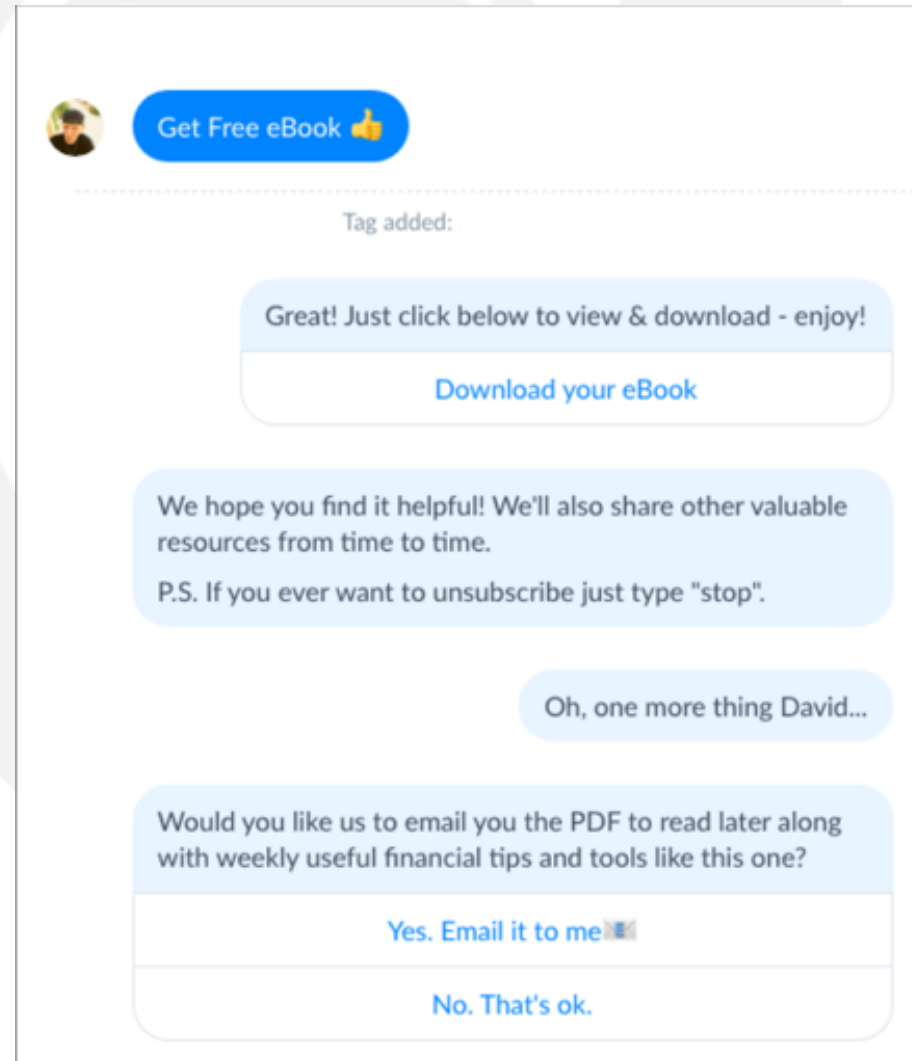
#1 Give great free content towards target audience


#2 Offer them even more

#3 Instantly deliver what you promised



3. Delivery + Automatic Follow up



 [Get Free eBook](#) 👍

Tag added:

Great! Just click below to view & download - enjoy!

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We hope you find it helpful! We'll also share other valuable resources from time to time.

P.S. If you ever want to unsubscribe just type "stop".

Oh, one more thing David...

Would you like us to email you the PDF to read later along with weekly useful financial tips and tools like this one?

[Yes. Email it to me](#) 📧

[No. That's ok.](#)





So, what happened?



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So, what happened?




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Business Owners: Do you know the answers to these questions about your business?


In our years of helping business owners organize and improve their numbers, these are the foundational questions that emerge again and again, and which, when answered well, make the biggest gains in our clients' decision-making, operations ... and sleep.


#1: Is the value of your business firmly established?... [See More](#)





PDF | 6 Important Questions for Small Business Owners to Answer in 2018

 Send Message

 Like



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PDF | 6 Important Questions for Small Business Owners to Answer in 2018 [Send Message](#)

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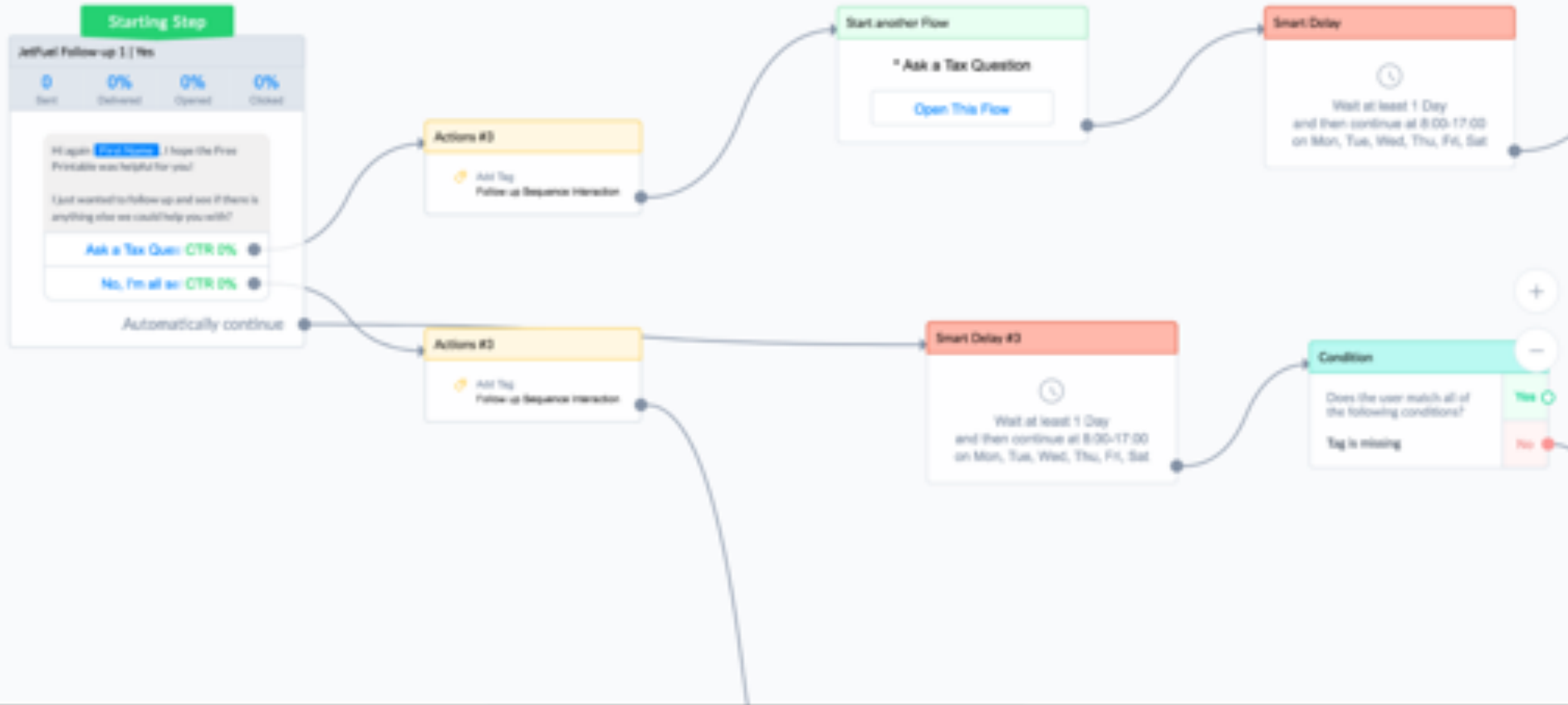
So, what happened?

- **Spent \$125**
- **3,891 *Qualified* people reached - *locally***
- **6,592 Impressions**
- **68 Ad Interactions (Read More)**
- **21 new Messenger Conversations Started - *voluntarily***



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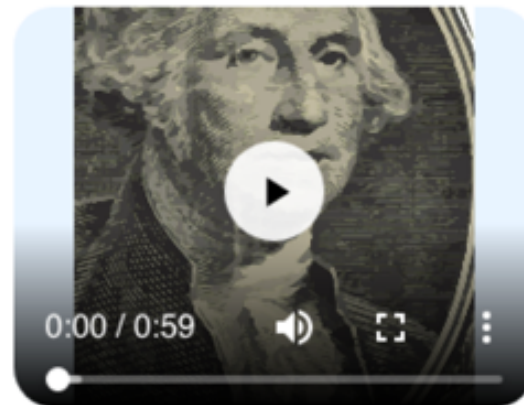
4. Sequences / Follow up



5. Broadcasts / Nurturing

David, we do a lot of work this time of year preparing our clients for year-end. If any of the scenarios in this video apply to you, let us know right here. We can help you make any necessary changes before year-end so you can take full advantage of the tax benefits.

1.00



Nov 15th

If you're thinking of starting a new business or already have one in the works, we applaud you! It's a worthwhile investment.

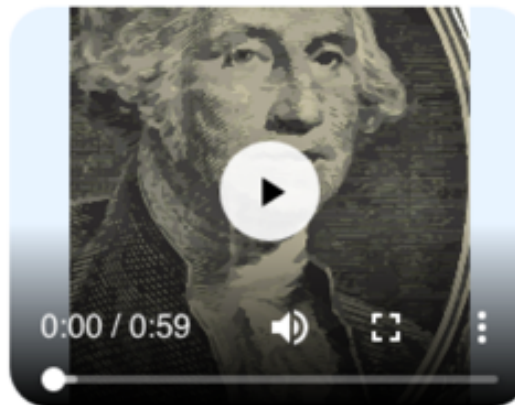
Start thinking about taxes in your earliest planning stages -- it will make things easier for you. Here's a good place to start understanding the basics: <http://bit.ly/2Mo0Vqg>



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Open Rate: 60 – 100%



Is this legit?

or

a flash in the pan?



**By 2020, the average person will have more
conversations with bots than
with their spouse.
- Gartner Research**



Chatbot Engagement

JAN 29, 2018 BY MATHEW SWEEZEY

69% of Consumers
Prefer Chatbots For
Quick
Communication
with Brands

IN INTELLIGENCE, MARKETING, CUSTOMER SERVICE



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Messenger chatbots can lead your campaigns to a 98% open rate

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Every aspect of your successful Facebook
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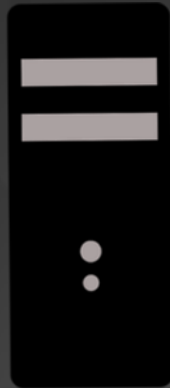
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Both "Warm" and "Cold" Prospects;
Done For You.**

Demographic and geographically target your
BEST prospects, and have us create a "Cold >
Warm > Convert" system for your advertising -
- **the only system of its kind in the tax and
accounting industry for Facebook advertising.**



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Your "Messenger Bot" Sells Your Services

Have our team create a customizable chat-flow within Facebook Messenger for automatic prospect intake, pre-sales relationship building and event appointment scheduling.



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**ALL Your Facebook Page Posts
Deployed Every Day.
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Everything about your Facebook page is handled.
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**Original, Customized Video Content,
Designed Specifically For Lead
Generation.**

Video is dominating Facebook news feeds, and shows no trend towards slowing down. That's why our in-house team creates **original, content-driven videos that drive lead generation**



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The TaxProMarketer FB Ads Jetfuel Program

Direct Appointment Scheduling With Prospects.

No longer need to correspond back and forth with possibly-interested prospects (*whether they come from our campaigns or from other sources*) with an optionally- included calendar-synced solution for appointment-setting and meeting reminders.



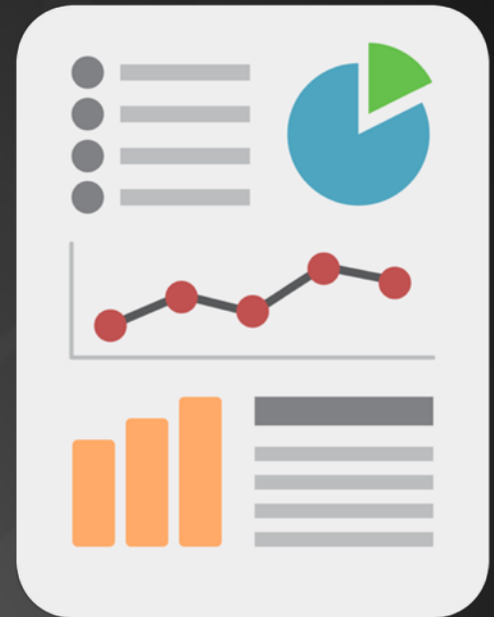
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Budget-Friendly Flat Billing.

Avoid the ballooning costs of variable pricing, as your advertising costs are fully-included in your flat, monthly fee.



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The TaxProMarketer FB Ads Jetfuel Program

Ongoing Audience, Targeting, and Media Optimization

The Facebook ads platform allows us to **target your ads toward the specific type of client you're after**. Our program directors are constantly evaluating "cold" targeting for YOUR account, and making regular adjustments to continuously target fresh prospects, as well as to ensure that you are getting the exact, right leads for YOUR business (1040, write-up, tax resolution, high net worth, etc.)



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“What is my investment?”



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TIER 1

If your Facebook advertising is
\$5,000-\$19,999 a month

Free Account Setup

\$0 Setup Fee

Full Service Facebook & Instagram Ads

Facebook & Audience Network Retargeting

Dedicated Account Manager

Creatives and Copywriting team

1 on 1 Strategy Consultations

Return on Ad Spend Tracking

Real Time Analytics

Email, Skype, Phone Contact

Bi-weekly Reporting

PER MONTH

20% of Ad
Budget

Choose Plan

TIER 2

If your Facebook advertising is
\$20,000-\$49,999 a month

Free Account Setup

\$0 Setup Fee

Full Service Facebook & Instagram Ads

Facebook & Audience Network Retargeting

Dedicated Account Manager

Creatives and Copywriting team

1 on 1 Strategy Consultations

Return on Ad Spend Tracking

Real Time Analytics

Email, Skype, Phone Contact

Bi-weekly Reporting

PER MONTH

15% of Ad
Budget

Choose Plan

TIER 3

If your Facebook advertising is
greater than \$50,000 a month

Free Account Setup

\$0 Setup Fee

Full Service Facebook & Instagram Ads

Facebook & Audience Network Retargeting

Dedicated Account Manager

Creatives and Copywriting team

1 on 1 Strategy Consultations

Return on Ad Spend Tracking

Real Time Analytics

Access to Personal Phone

On Demand Reporting

PER MONTH

10% of Ad
Budget

Choose Plan





Ian Lurie, social media believer and skeptic

Answered Jul 19, 2016



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Deyder Cintrón, CEO & Chief Marketing Technologist at
[Https://www.availdm.com](https://www.availdm.com) (2016-present)

Answered Mar 22



Facebook Ad campaigns done by **results driven, reputable and credible agencies with proven results** range from \$5000 a month to \$20,000 a month + with an added % of revenue. Facebook Ads budget not included.



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\$997 Flat Monthly Investment



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\$997 Flat Monthly Investment

No Contracts



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\$897 For Machine Clients



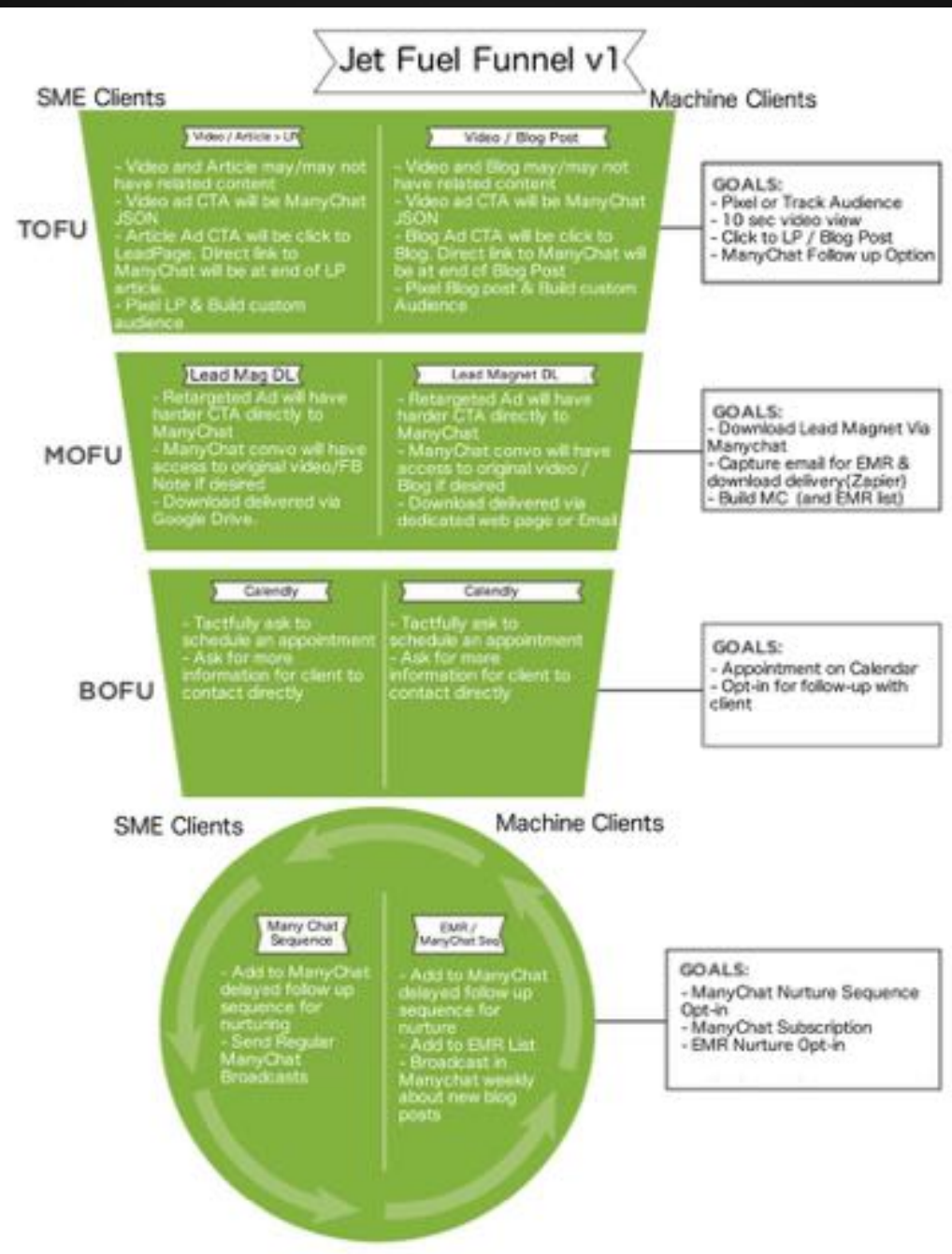
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“What kind of results can I expect?”




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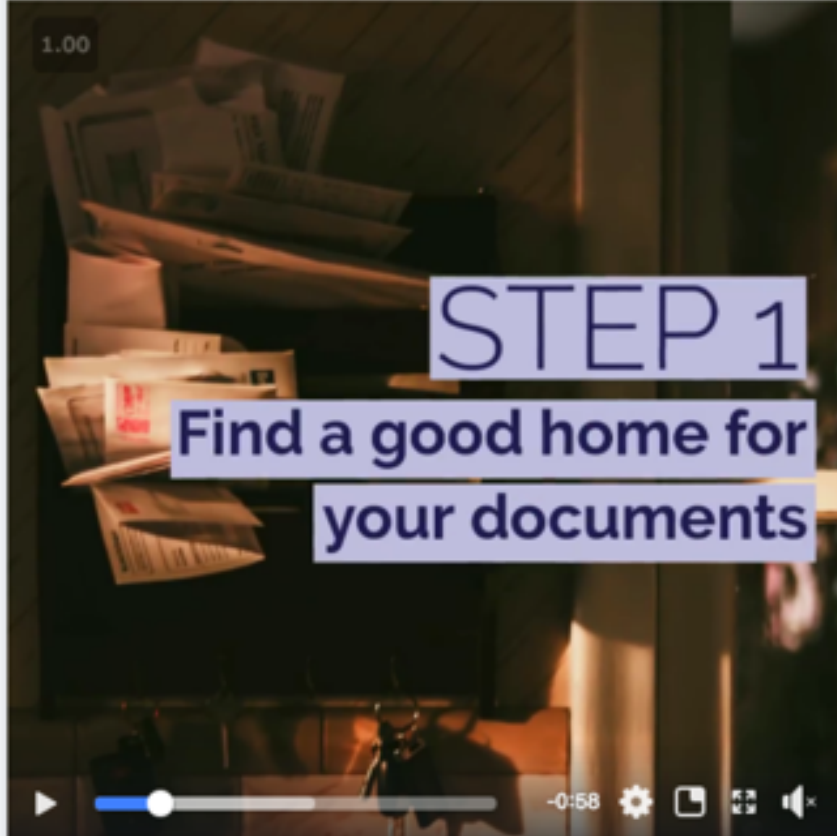


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County families: We're often asked about setting up a good system for keeping a family's financial records organized. It can be a challenge to simply keep track of everything!

Need Help? Download your free Record Keep Quick Guide right now:



Download | A 4-Step Plan For Organizing Your Household Financial Records

Download right in Messenger

[Send Message](#)

1.9K Views

- **Spent \$125**
- **4,281 *Qualified* people reached - *locally***
- **6,333 Impressions**
- **222 Ad Interactions**
- **24 new Messenger Conversations Started - *voluntarily***



Insights For Your Page

[See All Insights](#)

METRIC	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	239	26	↑819.2%
Weekly Total Reach	10.9K	61	↑17,782.0%
People Engaged	972	4	↑24,200.0%
Message Response Rate	105.3%	100.0%	↑5.3%
Message Response Time	0 mins	42 mins	↓99.9%



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