

The background features a light grey color with several decorative elements: a large orange ring in the top left, a solid orange diamond in the top right, a solid orange semi-circle on the right side, and another solid orange diamond in the bottom left. A series of thin, grey, wavy lines flow from the top left towards the bottom right, partially overlapping the text.

Meta Advertising Service Overview

Service Details:



Meta Ads Strategy Development:



Customized meta advertising strategy tailored to client's goals and target audience.



Analysis of client's industry, competitors, and target market to identify opportunities.




Selection of appropriate meta advertising platforms such as Facebook and Instagram.



Meta Ads Campaign Setup:

- Creation of meta advertising campaigns with defined objectives, targeting options, and ad formats.
- Development of compelling ad creatives including headlines, descriptions, and images/videos.
- Configuration of ad bidding strategy, budget allocation, and scheduling for optimal performance.



∞ Meta

Ad Copywriting and Creative Design:

- Crafting engaging ad copy that resonates with the target audience and encourages action.
- Designing eye-catching ad creatives that align with brand identity and campaign goals.
- A/B testing of ad variations to identify top-performing messaging and visuals.

Audience Targeting and Segmentation:

- Segmentation of target audience based on demographics, interests, behaviors, and remarketing lists.
- Utilization of advanced targeting options such as custom audiences, lookalike audiences, and retargeting.
- Optimization of audience targeting to maximize ad relevance and improve ROI

Campaign Monitoring and Optimization:

- Continuous monitoring of meta ads campaigns to track performance metrics and key performance indicators (KPIs).
- Regular optimization of ad campaigns based on real-time data and performance insights.
- Adjustment of ad settings, bids, and targeting to improve ad performance and achieve campaign objectives.



Conversion Tracking and Reporting:

- Implementation of conversion tracking to measure the effectiveness of meta ads campaigns in driving desired actions.
- Generation of comprehensive reports detailing campaign performance, including impressions, clicks, conversions, and ROI.
- Analysis of ad performance data to identify trends, opportunities, and areas for improvement.

Monthly Reports

- Ad Budget Allocation and spends
- Ads Performance (On set objectives)
- Conversion report
- Platformspecific performance
- ROAS Return on Ads Spent