



MARKETING...





Benefit

- Micro-target your exact audiences
- The highest ROAS for any social platform
- Better ad types for your business needs
- Affordable and low cost
- Facebook ads give results very fast
- Facebook offers ads for your business goals
- Access to one of the largest audiences
- Access to powerful, in depth data
- A/B ad testing for performance growth
- Pay-per-click ads through Facebook are easy to set up
- Filter ads to block audiences you don't want
- Ad forecasting and performance estimates
- Facebook ads remarketing
- Sponsored messages offer very strong benefits
- Reach more people than with just organic social media
- They give better content marketing results



facebook
Advertising

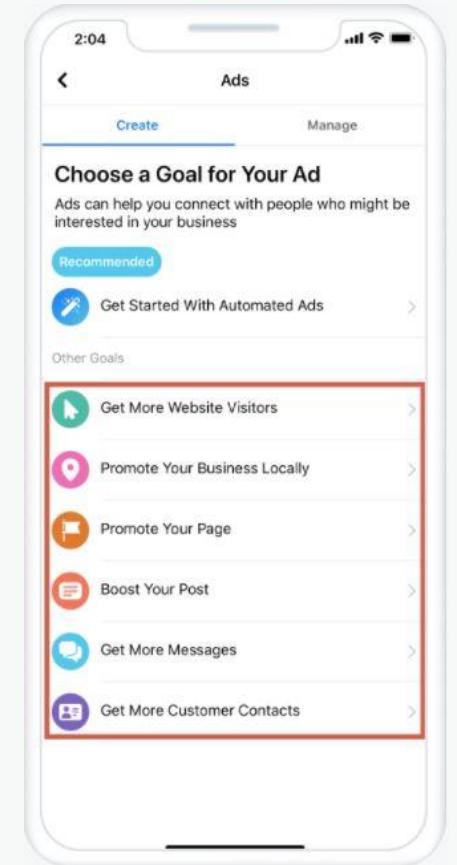
Our Certifications



Steps We Follow

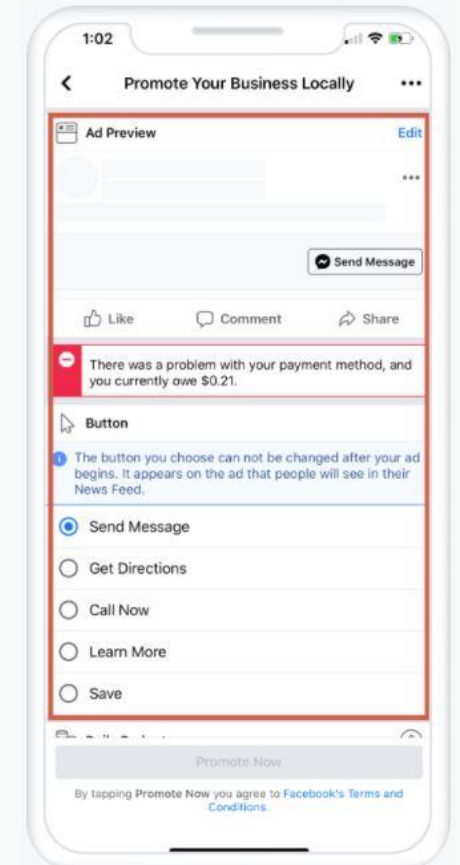
Step 1: Choose a goal.

Here are some of the ad objectives you can choose from: Get More Messages, Get More Website Visitors, Promote Your Business Locally, Promote Your Page, Boost Your Post, Build Your Business, Get More Customer Contacts, Boost an Instagram Post.



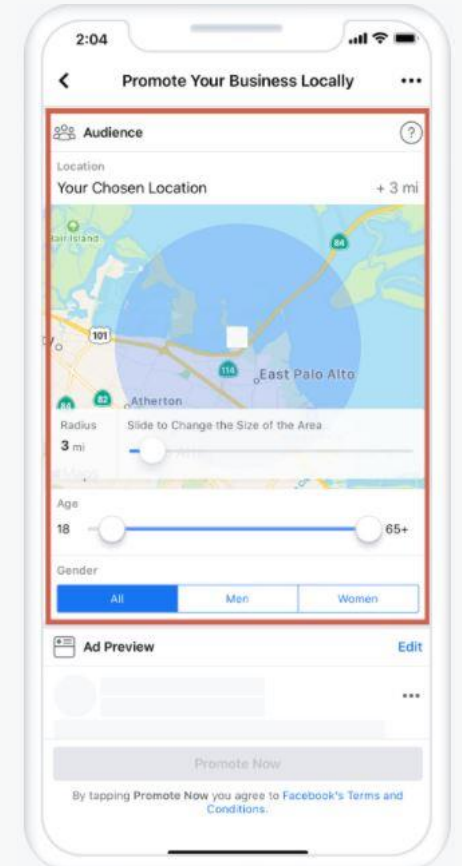
Step 2: Add creativity.

Ad has three key components: visuals, text and a call-to-action button. The visuals can be an eye-catching photo or a must-watch video about your business. The text should complement the image and lead your customers to take the action you desire. The call-to-action button directs people to take that next step.



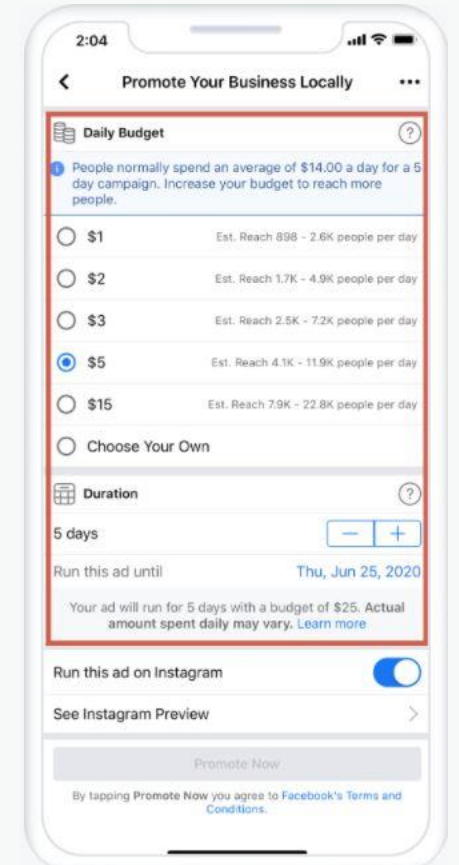
Step 3: Define audience.

When we create a Facebook ad, we think about the kinds of people who are most often attracted to your business, product or services. To identify what they have in common and use that information to create an audience of other people like them.



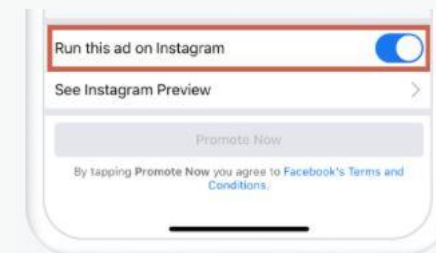
Step 4: Set budget and duration.

Decide how much you want to spend per day and how many days you want your ad to run. A daily budget is the average amount you'll spend on your ad each day. For example, if you set a daily budget of \$5 over the course of five days, you'll be charged up to \$25 total.



Step 5: Decide where ad to appear.

When we create an ad from your Facebook Page, we can select to have it appear on Instagram as well as Facebook.





facebook

Advertising

You want to grow your customer base and increase awareness of mail-order, sales.

We prepare a content planning brief to understand the goal of the ad campaign and define the target audience.

Now we are ready to start advertising on Facebook.



Tips for advertising from your Facebook Page

Here are some tips to help you get started with ads from your Facebook Page:

- ❖ Create one narrow audience and another that's more broad and see how targeting each one affects your ad results. Adjust the settings and try again as needed.
- ❖ Keep your ads simple to make them easy for your customers to understand.
- ❖ Try different creatives to determine what appeals most to your audience.



Thanks Giving! Free Tips
KOSAWADA Team

Kind Regards



Campaign Management Packages

| Plan A | Plan B | Plan C |
|--------------------------|----------------------------|--------------------------|
| Duration: 1 week/1 Month | Duration: 31 days/179 days | Duration: 6 Month/1 Year |
| Technical Support | Technical Support | Technical Support |
| Awareness | Case Study | Case Study |
| Status Correction | Awareness | Content Creation |
| Report Generation | Market Analysis | Market Analysis |
| | Status Correction | Status Correction |
| | Report Generation | Awareness |
| | | Report Generation |
| | | Technical Feeds |
| 2,500.00 QAR | 2,000.0 / 11,500.0 QAR | 11,000.0 / 22,500.0 QAR |