



# 90 Day Campaign



## PACKAGE INCLUSIONS:

- Business goals consult and strategy development
- Partner client onboarding
- Business and concept research
- Ad copywriting and ad creatives planning, drafting and edit consultations
- Lead magnet creation
- Email lead nurturing sequence
- 3 campaign related business page posts (can be used on your business Facebook page, website or other social platforms)
- 3:2:2 campaign (3 creatives; 2 headlines:2 ad copies)
- Headlines and pre-text engagement score of > 85 (A good score is between 40 and 60. For best results, you should strive for 70 and above.)
- Campaign set-up and security optimisation
- Campaign strategy to minimise 'ad fatigue'
- Facebook algorithm and lead quality optimisation
- Audience targeting
- Daily lead forwarding
- Performance monitoring and adjustment
- Monthly performance analysis report, consult and adjustments
- \$1000 per month ad spend (\$33.33 per day)
- GST
- White Raven Lead Guarantee: In the event of a campaign month NOT generating any leads (lead nurturing and conversion is the responsibility of the Client), the Provider agrees to reimburse \$500 to the Client no more than 5 days after the end of the month.

## INVESTMENT:

- All inclusive investment \*from \*\*\$99 per day for 90 days
- Additional ad campaigns = \$749 creation and setup
- Higher ad spends beyond the \$1000 per month are an additional investment

\*Further campaign customisations may be available upon request

\*\*Paid in instalments that will be outlined in the Offer of Service