

Facebook Advertising

Information Pack

adhesionTM
online marketing specialists



WHY ADVERTISE ON FACEBOOK?

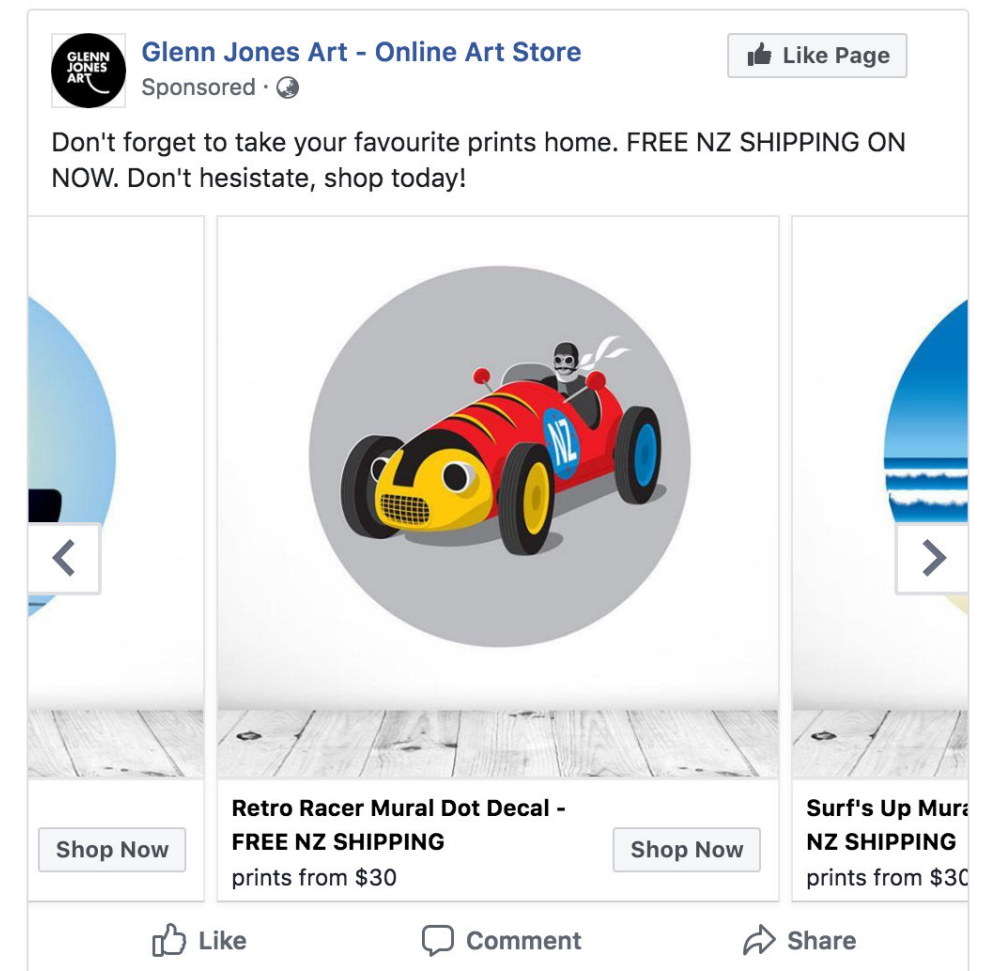
Facebook provides a range of sophisticated targeting tools enabling advertisers to reach target audiences in Facebook. With over 2.5 million NZ'ers active in Facebook, it's a very effective channel to expand your brand awareness and to deliver your messages in a highly targeted and flexible way to specific audience segments.

Where do Facebook ads appear?

The ads can be set to appear in the Righthand Column and in people's News Feeds on Facebook on any device such as mobiles.

Who should use Facebook advertising?

- Businesses who target consumers or B2B,
- Sell unique or customized products or services,
- Provide professional consumer services,
- Sell experiences such as travel, food and entertainment,
- Or already have an organic presence in Facebook



“After many years’ association with Adhesion, Tony & the team continue to provide us with excellent service and sound advice. In an onlineworld that can be somewhat overwhelming, we feel in safe hands. Thanks guys.”

Julia Milligan, Continuous Group

Contact Us To Get Started Today

0800 234 374 info@adhesion.co.nz www.adhesion.co.nz

adhesion[™]
online marketing specialists

PREMIER
Google
Partner

ADVERTISING ON FACEBOOK — HOW IT WORKS

Our managed advertising service provides peace of mind that your Facebook ads are being managed by professionals with a clear focus on results. There is a one-time set up cost and you select how much you want to spend per month and Adhesion handles the rest. The higher the budget you select the more traffic can be delivered to your website and Facebook page.

We will select the best targeting options to ensure your messages are reaching the right audience. Targeting options include geographical, gender, age, interests, behaviours and more. We create display ads which can be formatted in static, slider and video options. We provide a performance results report for you at the end of each month.

Adhesion can also set up a facebook page for you if required.

REMARKETING ON FACEBOOK — HOW IT WORKS

Remarketing targets customers that have previously visited your website, or specific sections of your website, or even specific pages. Custom audience lists are created and list membership rules can be defined for as little as 1 week or up to and over 12 months.

To set up remarketing audience lists, a Facebook 'pixel' is created and placed in the background of your website pages. Audience list members who have visited your website will then see your ads as they browse within Facebook. Custom audience lists can also be created from your customer databases.

“They really know what they are doing and get great results. I would definitely recommend them.”

Stephanie Bygrave, Little Additions

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PRICING

Facebook Advertising Campaign Set Up Fee (one-off): \$279

- ✓ Set up advertising account off your FB page
- ✓ Create up to 2 Facebook advertising campaigns (can be Audience Segment and/or Remarketing)
- ✓ Display ad creative and production (2 sets of ads included per campaign)
- ✓ Draft ads provided to you for approval
- ✓ Generate ad 'pixel' code for implementing on your website
- ✓ Define & set up rules for campaign targeting

Additional ad set creative and production: **\$79/set**

Managed Facebook Advertising – Monthly Pricing Options:

OPTION	CLICK BUDGET	MANAGEMENT FEE	TOTAL MONTHLY COST
A	\$150	\$79	\$229
B	\$300	\$119	\$419
C	\$450	\$149	\$599
D	\$600	\$179	\$779
E	\$900	\$249	\$1149

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WHY CHOOSE ADHESION?

Adhesion delivers solutions across the entire online marketing funnel, from traffic generation to website optimisation and web design. Our focus is to generate leads and sales for New Zealand businesses via online channels.

- ✓ Online marketing specialists with 10+ years experience
- ✓ We work on a performance basis
- ✓ We deliver solutions that generate measurable results
- ✓ We strive to understand your businesses and objectives

TERMS & CONDITIONS

- Set up fees and monthly campaign management fees payable to Adhesion
- Monthly click costs are payable directly to Facebook via your Facebook account
- Monthly budget are assigned daily based on a 30 day month and can be changed at any time on notification from you
- Pricing excludes GST
- No long-term contracts or penalties — Agreement terms are monthly
- Facebook terms and conditions apply
- See full terms and conditions on our website



“I’ve been working with Adhesion for the past 4 years. They started by managing our google advertising campaigns, then went on to assist me with our Facebook advertising and have also developed our latest web site. They have always been a delight to work with, very client focused and providing great support and advice.”

Felix Borenstein, Owen River Lodge

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