



Facebook Ads

Drive qualified sales and leads by utilizing Facebook and Instagram ads services for your business.



Facebook Ads Limits

Campaigns

Ad Sets

Ads

Ad Copy Variations

Budget Recommendations

Available Campaign Objectives

Awareness

Consideration

Conversions

Pro

1 Campaign

2 Ad Sets

4 Ads

1 Ad Copy

\$500 - \$2,000



Plus

2 Campaigns

4 Ad Sets

8 Ads

2 Ad Copies

\$2,000 - \$4,000



Premium

3 Campaigns

6 Ad Sets

12 Ads

3 Ad Copies

\$4,000 - \$8,000



Platinum

4 Campaigns

8 Ad Sets

16 Ads

4 Ad Copies

\$8,000+



Facebook Ads Setup

Pro

Plus

Premium

Platinum

Gain Business Manager Access



Conversion Tracking Setup



Pixel Setup & Install



Pixel Event Testing



Campaign Strategy



Demographics Research



Competitor Research



Campaign Setup



Ad Set Setup



	Pro	Plus	Premium	Platinum
Ads Setup	✓	✓	✓	✓
Ad Scheduling	✓	✓	✓	✓
Custom Audience Upload	✓	✓	✓	✓
Campaign Quality Assurance	✓	✓	✓	✓
Campaign Approval Link	✓	✓	✓	✓
Crossposting to Instagram	✓	✓	✓	✓
Campaign Launch	✓	✓	✓	✓
Post Launch Checkpoints	✓	✓	✓	✓
Custom Graphic Image Ads	-----	-----	3 Graphics	4 Graphics

Facebook Ads Monthly

Pro

Plus

Premium

Platinum

Campaign Optimization



Strategy Enhancement



Ad Optimization



Ad Split Testing



Ad Frequency Management



Audience A/B Testing & Optimization



Lookalike Audience Creation



Remarketing



Pro

Plus

Premium

Platinum

Weekly Optimization Report



Monthly Progress Report

