



Proposal Kathleen & Billy

Hi Kathleen & Billy,

Following our conversation on Monday (3/25/24), I've made an outline for a potential collaboration. Please take a look and see if this aligns with what we discussed.

If this is something you'd like to try, let me know so we can go over the details together and get started.

== Goal ==

- Generate new leads through targeted Meta ads.
- Increase engagement with a local audience on Facebook/Instagram using social media marketing (and have each month planned with content)
- Utilize past customers on the backend via; email marketing, and set up review solicitation.
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== How We utilize Meta Ads to Get You More Clients? ==

A boost is a highly simplified version of Meta's actual advertising tool.

Based on what you told me it seems like Meta ads haven't worked or been tracked how you would've liked. What we can do is systemize it and turn it into a reliable source of low cost leads for your business.

By using meta ads to their fullest extent we will reach the exact target audience for you with the exact offer they respond to. This way you get much more results for less money per lead, every time.

Of course, you can figure all this out yourself. But most entrepreneurs are busy doing... well, running their businesses.

We spend our entire day doing business too. Except our business revolves around creating, testing, and optimizing Meta ads, sales emails, and social media content copy. And that's why we guarantee success.

If all we do is market your business all day, and it doesn't perform better than your previous strategies... it wouldn't be fair to charge you for that.

Many entrepreneurs advertise on Facebook and Instagram by purchasing a 'boost' for certain posts. It's cheap, fast, easy, and sometimes it even yields results.

A boost is a highly simplified version of Meta's actual advertising tool. If you know how Facebook and Instagram work behind the scenes, you can reach the exact target audience with the exact offer needed, every time.



We spend our entire day doing business too. Except our business revolves around creating, testing, and optimizing Meta ads, sales emails, and social media content (not the graphics and visuals). And that's why we guarantee success.

If all we do is market your business all day, and it doesn't perform better than your previous strategies... it wouldn't be fair to charge you for that.

Quickly on the email marketing side.. A.K.A the "backend". Nearly every business who puts email marketing into effect see's 10 - 30% of their yearly profits coming from the backend.

So, if you want to attract more new and repeat customers via Meta ads/Email/and your social media page, we'd love to help. Here are the next steps:

== Next Steps ==

1) Onboarding Call

We start by scheduling an onboarding call to collect more information and get a clear picture of your business, what's important to you, what customers you want to attract and why customers choose you. As well as the emails you want to contact, and what your intention is on social media.

After that conversation, we'll have enough material to get started.

2) Campaign Setup

We will look at the results of previous meta campaigns (in this case; the boosts) to establish a starting point and see what works and which aspects we could test to perform better.

3) Ad and Funnel Optimization

We launch the campaign to start collecting data and begin optimization. We'll be testing things such as:

- *Offer / CTA*
Which offer do the customers we want to attract respond to? How do we get the right leads?
- *Target Audience Selection*
Age, location, interests, etc.
- *Ad Copy*
We test different ad texts to find out which one works best.
- *Creatives*
We test different versions of the creative (video, photo, photo carousel) against each other to see which one performs best.



- **Response Mechanism**
We test different response mechanisms to find out if customers prefer calling, messaging, filling out a form, etc.
- **Retargeting**
With the Facebook ad pixel, we ensure that people who view our ads see more of our information and materials.

== Costs ==

The cost structure is very straightforward. Here are the components:

- **Advertising Budget**
This is what you pay Meta to place the ads. The higher the budget, the greater the reach, the faster we collect data, and can optimize.
- **Management Fee** (*Matches your advertising budget*)
This is what you pay us for the continuous optimization of the ad-campaigns

Meta Ads:

Based on our conversation, we advise to start with \$16.50/day.

This means that costs will be:

Advertising Budget: \$495/month.

Management Fee: \$495/month.

Total: \$990/month.

- **Social Media Marketing + Management**
This is what you pay us to manage & market your business through social media. It will consist of 28 story posts per month, 8 posts in feed per month, 8 reels a month, respond to dms & comments, and a 30 minute brand strategy call weekly.

Management Fee: \$450/month.

- Email Marketing; \$250 / email

Management Fee: 250/week

example: 1 email a week for a month (4 weeks) it would cost \$250 per email or \$250 per week, or \$1000 per month.

Looking at your average transaction size of +/- \$5000 - \$7000 we're very confident that we'll be able to generate enough leads and attract enough clients to guarantee a rocksolid return on your marketing budget.

== Guarantee ==

There are two guarantees:

- 1) If our ads do not perform better than your current ones or if none of the emails we send get opened etc you won't pay us for those specifically. We only win if you win.



2) If you're not happy, you can call it quits at any time, no hard feelings.

No fine print. No hidden clauses or tricks.

This only works if we are both happy with how things are going.

== Summary ==

Following our conversation, I believe that Meta ads email marketing and SMM will be a valuable addition to your business.

An extra advantage of this marketing channel is that it plays very well with the seasonality of your business. If it's a quieter period and you want to fill your calendar up, or clear the showroom, we can increase customer flow easily. If your calendar fills up, or the shelves are clearing out we'll simply turn it down a notch.

In short - if this sounds good and it's something you'd like to try, respond to the email and we'll schedule a follow-up conversation.

Warm regards,
Kyle Armstrong