



## Proposal <Company Name>

Hi <Name>,

Based on our conversation on June 20th, I've created a proposal for our potential collaboration.

Please read this through to see if it aligns with what we discussed. If this is something you're interested in, let me know so we can discuss the details and get started.

### **== Goal ==**

Attract clients who approach you for your services (warm leads) with a method that guarantees profitability.

### **== How We Can Use Meta Ads To Guarantee Profit ==**

Currently, you are connected with a party that provides you with 'cold' leads. These companies must be approached by you to sell your services. This takes a lot of time, and many of these companies are not interested.

You would prefer to be in a situation where you get 'warm' leads. Companies that approach you because they are interested in your services.

You know that this is possible by applying marketing, but you doubt whether it actually works and therefore want the certainty that it will bring in more than what you spend on it.

That is why I advise you to start advertising via Meta (Facebook and Instagram). When you know how Meta works behind the scenes, you can apply techniques that guarantee your ads will be profitable.

### **== How it Works ==**

When you run ads through Meta, you get data back on your ad's performance.

This lets you see how many people viewed your ad, how many responded, and which target audience those people belong to.

You can then direct your ads to the specific audience that responds best to your ads. Additionally, you have the ability to run multiple ads simultaneously and compare results.

By doing this repeatedly with small adjustments, you can continuously improve the performance of your ad, making it increasingly profitable.

This way, we can guarantee that your ads will bring in more than they cost, eliminating any guesswork.

Ofcourse, you can do this yourself. But as you mentioned, you don't have the time because you're already too busy running your business.

That's why we offer to do this for you.

So if you want to start attracting clients through Meta ads and want the guarantee that they will be profitable, we are ready to help. Here are the next steps:

## == Next Steps ==

### 1) Onboarding Conversation

We start with an onboarding conversation to gather more information and get a clear picture of your business, what is important to you, what kind of clients you want to attract, and why clients choose you.

After that conversation, we will have enough information to get started.

### 2) Setting Up Facebook and Instagram Pages

Since you don't currently have Facebook and Instagram pages, they will need to be created first. Once these are created, you can give us access to further set them up and run ads.

### 3) Running and Optimizing Ads

We launch a campaign and start collecting data and begin optimization. We will test different components such as:

- *Offer*

What kind of offer do the clients we want to attract respond best to? How do we get the right leads?

- *Target Audience*

Which audience responds best to our ads? Industry, age, interests, etc.

- *Ad Text*

We test different ad texts to find out which works best.

- *Creatives*

We test different versions of the creative (video, photo, carousel) to see which performs best.

- *Response Method*

We test different response methods to see if clients prefer calling, emailing, or filling out a form, etc.

- *Retargeting*

By using the Facebook Ad Pixel, we can ensure that people who show interest in our ads see our ads more often.



## == Costs ==

We believe that marketing should always be PROFITABLE and never cause a LOSS. So if we are going to work together, that is exactly our goal.

We want to ensure that the money you spend on ads and managing your ads comes back multiplied. By doing this, we make sure you never have to worry about getting new clients and leads again.

We have a simple cost structure. There are two components:

- **Ad Budget**

This is what you pay to Meta to run your ads. The higher this budget, the more people see your ad and the faster we can gather data and optimize.

- **Management Fee**

This is what you pay us for the continuous optimization of your ads.

Based on our conversation, we advise starting with a budget of €10 per day. This means that the costs will be:

**Ad Budget:** €300 / month.

**Management Fee:** €300 / month.

**Total:** €600 / month.

## == Guarantee ==

There are two guarantees:

1. If after 90 days your ads are not profitable, we will refund the management fee. We only make a profit if you make a profit.
2. If you are not satisfied, you can stop at any time, no hard feelings. No small print, no hidden tricks. This only works if we are both satisfied with the progress.

## == Summary ==

Based on our conversation, I believe that Meta ads can be a valuable addition to your business.

By applying the opportunities that Meta offers in the right way, we can guarantee that your ads will bring in more than they cost.

If you think this is something you want to get started with, respond to the email, and we can schedule a follow-up conversation.

Best regards,

<Name>