



HubDo - Facebook Advertising Campaigns

Summary

This service includes Facebook Advertising account/campaign setup and two levels of ongoing management depending on complexity of the campaigns and/or goals.

Not Included: This package does not include the setup of a Facebook Business page &/or content creation/boosted posts

Product Description

Facebook Advertising Campaign Setup & Ongoing Management
(Standard/Complex)

1. Facebook Setup (Standard & Complex)
2. Facebook Standard
3. Facebook Complex

Facebook Advertising Campaign Setup (Standard & Complex)

- Assistance on Facebook Business Manager setup
- Assistance on how to manage Ad accounts, pages, and the people who work on them
- Create Facebook Ad account and or assistance in linking to existing Facebook Ad account.
- Facebook tracking pixel setup
- Assistance on installing Facebook tracking pixel to website
- Setup billing, spending limit and form of payment for Facebook Ad account
- Plan/Specify and or analyse target geographic markets
- Plan/Specify and or analyse target demographic markets
- Choose campaign format.

Facebook Standard Description

The "Facebook Standard" management service maintains a **single** campaign and budget. Single campaign, meaning after initial social media strategy have chosen the following individual campaign:

- Conversion/traffic campaigns - Drive traffic to home page/landing page and track campaign performance via Facebook conversion pixel
- Page like campaigns - Increase Facebook page audiences
- Lead Ads (Lead collection form campaign) - **Highly Recommended**
- Video View Ads
- Mobile app downloads
- Event Ads
- Local awareness Ads (click to call)
- Ecommerce - catalogue upload

Facebook Complex

For Facebook campaigns requiring a Complex service, are those with multiple campaign types with individually managed budgets, Ad creative and custom audiences.

Work All Facebook campaigns against the following audiences:

- You can find people on Facebook who are likely to become customers by creating a Lookalike Audience. Lookalike Audiences find people similar to the ones that you're already connected to, such as your customers or people in a custom audience.
- Remarketing. Target those who have visited your website and have not purchased on your site or have not converted with a promotional offer via Facebook

Facebook provides an unbeatable opportunity to put your company in front of a well defined audience at relatively lower cost compared to Search Engines. A unique set of regularly updated or changing Ads, multi locations and budgets or settings will require additional time each month. The complex service therefore allows for the extra time to monitor and manage these unique/complex accounts and for the additional monthly reporting on progress & results. Complex Facebook Advertising campaigns also includes weekly/fortnightly conference calls which are needed with managing a complex account.



How To Order

Pre-sales (For New Consultants)

1. Contact HubDo via our Contact form on the website or email info@hubdo.com
2. Await confirmation from our GCOE team

Order Confirmation

1. Accept our invitation to use Basecamp for our service communications
2. Add a new client item under the "Project & Deals" to-do list in Basecamp
3. Address the job information with our Global Services Manager and our Controller to process your order
4. Fill out the necessary information needed by HubDo to do understand the business [through this intake brief](#).