



YOUR BUSINESS. MORE VISIBILITY.

Open the gate to your next customer.

You've built a business worth finding. We help the right customers find it through paid advertising, purposeful websites and graphic design that brings your brand to life.

Single Platform

One focused advertising channel

\$500 / month

+ \$500 one-time setup

Google Search OR Facebook / Instagram

Up to 2 active campaigns

Up to \$3,000 in monthly ad spend

Review calls and email updates

Google + Meta

Search and social, working together

\$850 / month

+ \$750 one-time setup

Google Search AND Facebook / Instagram

Up to 4 active campaigns*

Up to \$6,000 in monthly ad spend

Review calls and email updates

All prices USD. Ad spend is separate and paid directly to Google or Meta.

*Two campaigns per platform. Facebook and Instagram count as one Meta platform.

Spend limits describe package scope; we agree a suitable ad budget with you.

YOUR ONE-TIME SETUP FEE

A clear foundation. Built around your business.

Setup covers the planning, account work and campaign build needed to get ready for launch. \$500 for one platform; \$750 for Google + Meta.

01 Understand your business

A kickoff call to clarify your offer, audience, service area and the actions you want customers to take.

02 Prepare your accounts

Review existing ad accounts or configure new accounts that you own, with the access needed to manage them.

03 Plan your campaigns

Research relevant search terms or audiences, organize the campaign structure and plan the starting budget.

04 Build the advertising

Write ads, prepare assets and configure targeting using your supplied brand materials.

05 Set up measurement

Configure and validate standard tracking for up to two agreed actions on one supported website, subject to access and feasibility.

06 Review and prepare to launch

Check ads, links, targeting and settings with you. Launch follows approval and the agreed media budget.

SETUP CREATES THE STARTING POINT

Once ads run, real searches, clicks and customer actions show what needs attention. Monthly management reviews that evidence and adjusts the campaigns. Setup does not include future monitoring, reports, calls or ongoing improvements.

YOUR MONTHLY MANAGEMENT FEE

Open the gate. Start getting found.

\$500 for one platform or \$850 for Google + Meta. Each month includes a defined rhythm of account care, campaign work and communication.

ONGOING**Watch spend and account health**

Check budget pacing and account alerts, and address issues within the agreed scope. Flag anything that needs your input or separate work.

WEEKLY**Review performance and optimize**

Review results and adjust search terms, exclusions, audiences, bids or budgets where appropriate. Check for measurement issues when results look unusual.

MONTHLY**Refresh and test the advertising**

Refresh ad images and messaging, refine keywords and audiences, and test improvements to help your campaigns perform better.

**WEEKLY +
MONTHLY****Explain the results and next steps**

Send clear reports on ad spend and performance, explaining what is working, what has changed and what comes next. Review the destination page and recommend improvements.

ONGOING**Talk through what matters**

Review calls and email updates keep you informed. Talk through results, customer inquiries, priorities and upcoming offers, and agree on the next steps together.

Clear costs. Clear expectations.

Your ad budget and management fee do different jobs.

EXAMPLE / SINGLE PLATFORM + \$500 AD BUDGET

\$1,500

FIRST MONTH

\$1,000

FOLLOWING MONTHS

First month: \$500 setup + \$500 management + \$500 media. After that: \$500 management + \$500 media. This is an example, not a required ad budget.

What if I only want setup?

These packages pair setup with ongoing management. If you prefer to run the ads yourself, we can agree a separate setup and handoff scope before work begins.

What happens if monthly management ends?

You retain ownership of your ad accounts. Our monitoring, updates, reporting and review calls end with the service. Ads can keep running and spending unless paused, so you or a new manager will need to take over. We agree whether to pause or hand over active campaigns.

INCLUDED SCOPE

One business, one website or agreed destination, one language and an agreed target market. You supply access, brand assets, approvals and feedback on lead quality.

QUOTED SEPARATELY

Websites and landing pages, graphic design, social content, video production and complex integrations. Work beyond package limits is agreed and priced in advance.

Let's open the gate to your next customer.

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