



Meta (Facebook & Instagram) Ads

Management

Rock Grit Web ~ Lyn VanSchoiack





Introduction

At Rock Grit Web, we know that your business is more than just a presence online—it's your passion, your vision, and your livelihood. That's why we specialize in Facebook and Instagram Ads management to help you effectively reach your target audience and grow your business.

Our comprehensive approach ensures your campaigns are optimized for maximum results, from precise audience targeting to creative ad strategies that capture attention. We take care of the complexities of managing and scaling your ads, allowing you to save time, drive revenue, and focus on what truly matters—growing your business.





Specify Your Market

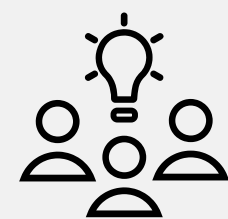
At Rock Grit Web, we begin crafting your marketing strategy by deeply understanding your business goals, target audience, and unique value proposition. We conduct thorough market research and competitor analysis to identify opportunities and trends that align with your brand.

Plan Your Strategy + + +

Our approach focuses on maximizing engagement and driving growth through carefully designed ad campaigns. We continuously monitor performance, making real-time adjustments to ensure your strategy evolves with your business and delivers impactful results.

3 Goals of Ads Management

Brand Awareness



Drive Engagement



Generate Conversions





Business Owners Face Challenges With:

- **Low Return on Ad Spend (ROAS):**

Your ads may be running, but they aren't bringing in enough revenue compared to what you're spending. This indicates poor optimization or targeting.

- **Inefficient Targeting:**

You're reaching people who aren't interested in your products or services. This can lead to clicks without conversions, wasting your budget.

- **Poor Lead Quality:**

You're getting leads, but they're not the right fit—either they're not ready to buy or don't have the budget for your product. This happens when your audience isn't refined enough.

- **Difficulty Scaling Campaigns:**

Your ads might be working at a small budget, but when you try to scale, performance tanks. Many businesses hit this roadblock due to improper scaling strategies.

- **Ad Fatigue:**

You're showing the same ad too often to the same audience, and they're tuning out. Ad fatigue can dramatically lower engagement and conversion rates over time.

- **Unclear Performance Metrics:**

Without proper tracking in place, you're not sure which ads are driving results, making it impossible to optimize and improve.

- **High Cost Per Acquisition (CPA):**

The cost of acquiring a customer keeps rising, and it's no longer profitable to run ads at this rate. This could be a sign of targeting or creative issues.

- **Low Engagement Rates:**

Your ads aren't generating likes, comments, or shares, leading to lower relevance scores and higher costs. This often points to ineffective creatives or misaligned messaging.



With 8 years of experience managing high-converting Facebook ad campaigns, we can help you turn your ad spend into consistent revenue. Here's what you'll get:

- **Customized Ad Strategy:**

We'll work together to create a unique advertising plan tailored specifically to your business goals. Whether you're focused on sales, lead generation, or brand awareness, your strategy will be designed for maximum impact.

- **Audience Optimization:**

I'll help you find the right audience, ensuring you're reaching people who are most likely to convert. From demographic targeting to custom and lookalike audiences, we'll build a strategy that delivers high-quality leads.

- **Creative That Converts:**

Your ads will stand out with professionally designed images, videos, and ad copy. Each creative is optimized for engagement and conversion, ensuring your message resonates with your target audience.

- **Advanced Analytics & Tracking:**

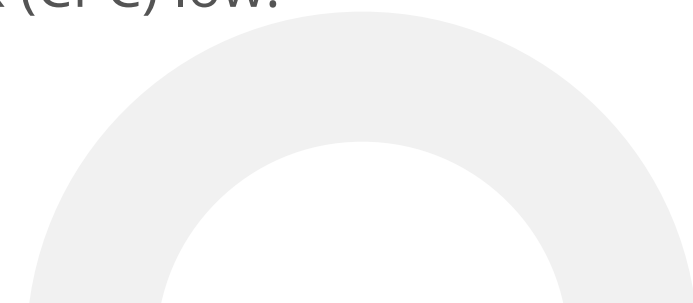
You'll have full visibility into what's working and what's not with in-depth reporting. We'll set up Facebook Pixels and Conversion APIs to track every click, conversion, and dollar spent, so you can make data-driven decisions.

- **Conversion Rate Optimization:**

Not only will I help you drive traffic, but I'll also make sure your landing pages, product pages, and checkout process are fully optimized to convert visitors into paying customers.

- **Ad Fatigue Management:**

To avoid audience burnout, I'll continually test and rotate creatives, ensuring your ads stay fresh and effective. This keeps engagement high and your cost per click (CPC) low.





With 8 years of experience managing high-converting Facebook ad campaigns, we can help you turn your ad spend into consistent revenue. Here's what you'll get:

- **Scaling Expertise:**

As your campaigns grow, we'll implement proven scaling strategies that allow you to increase your budget while maintaining or improving your ROAS. This ensures sustainable, long-term growth.

- **Retargeting Campaigns:**

We'll set up strategic retargeting to bring back potential customers who've shown interest but haven't converted yet. These campaigns can include special offers or reminders, dramatically improving conversion rates.

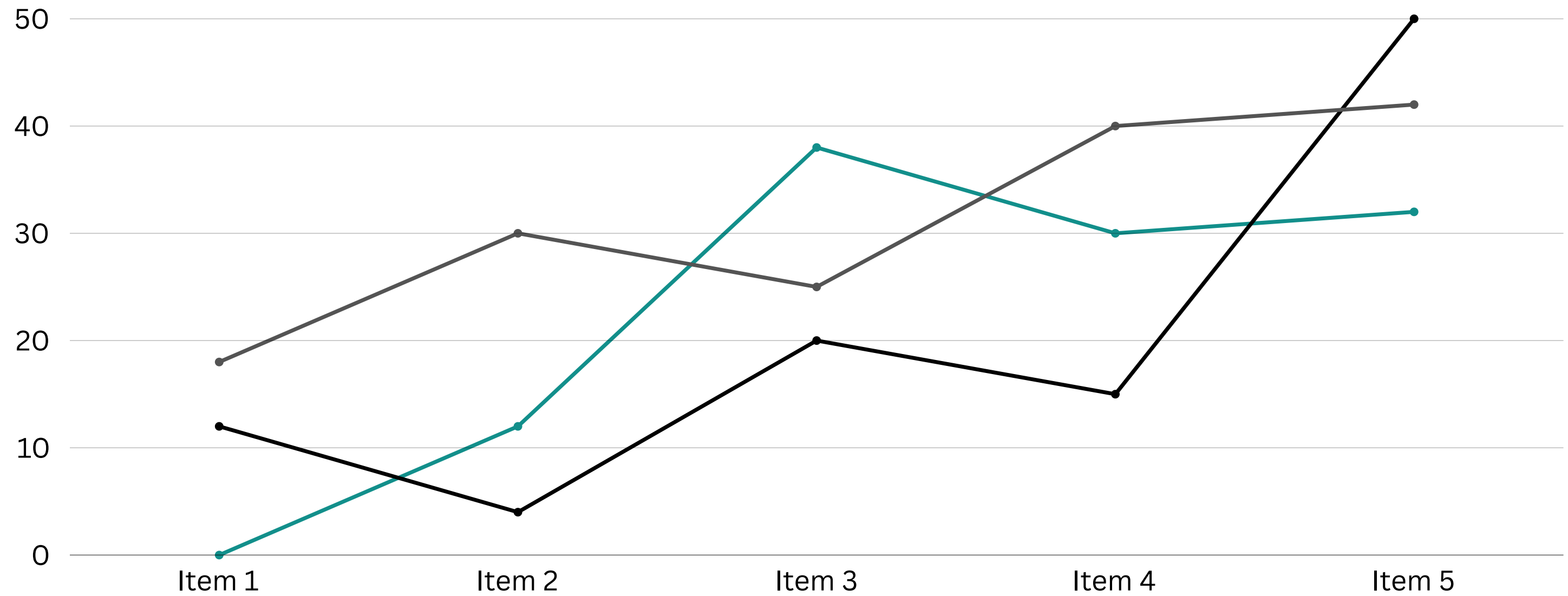
- **Lookalike Audience Creation:**

We'll leverage your existing customer data to create lookalike audiences—people similar to your best customers—expanding your reach to highly qualified prospects.

- **Ad Compliance and Best Practices:**

Your campaigns will always follow Facebook's advertising guidelines, reducing the risk of ad disapprovals or account restrictions. We'll also keep your ads in line with industry best practices to ensure peak performance.

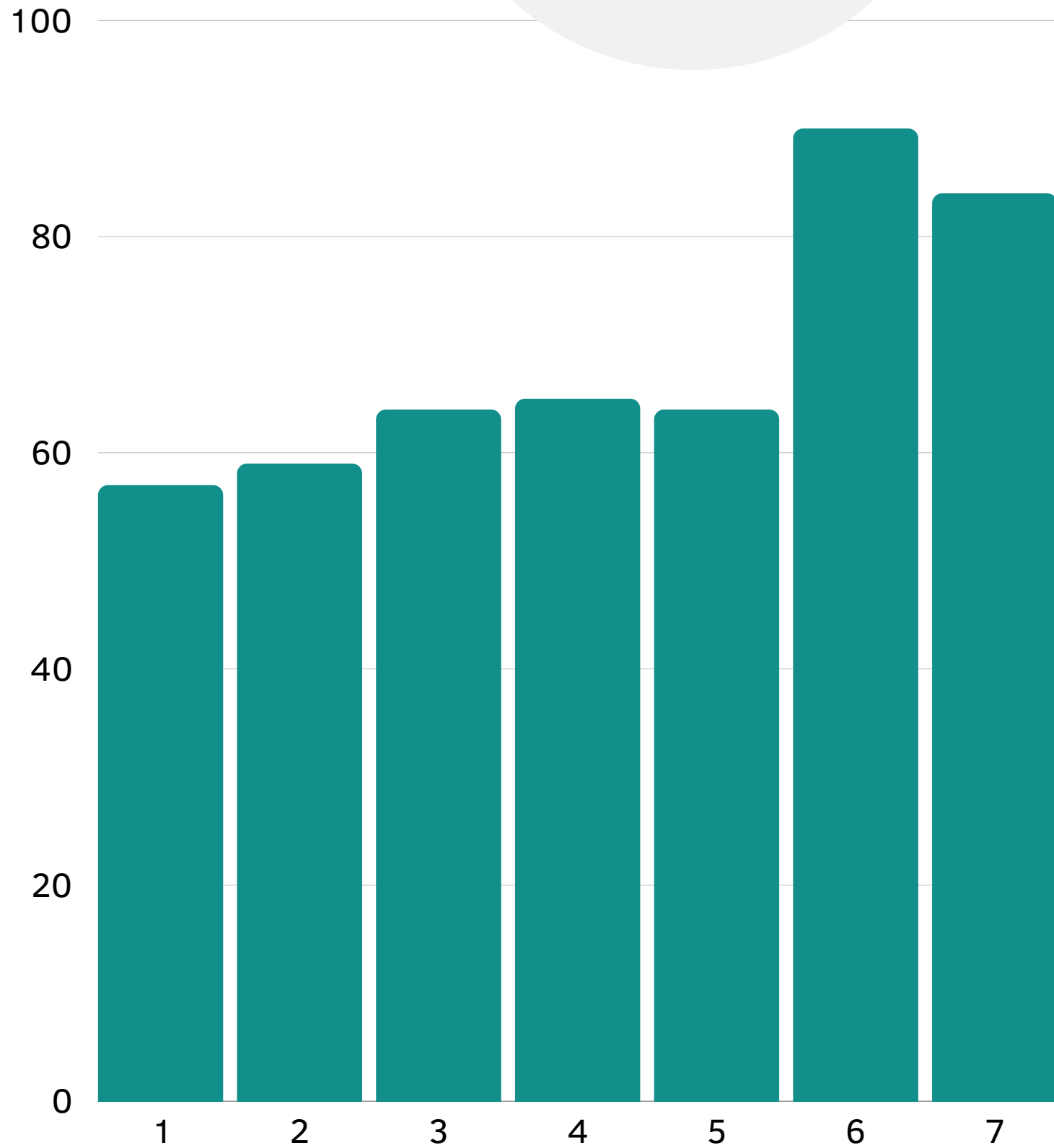




Proven Facebook Ads Strategy

Outline methodology for your successful campaigns:

- Research & Audience Targeting
- Creative Ad Development
- Campaign Optimization & Scaling
- Ongoing Reporting & Analytics



Measure and Optimize

At Rock Grit Web, we measure the success of marketing efforts through detailed analytics, tracking key performance indicators such as engagement, reach, and conversion rates. By analyzing this data regularly, we identify what's working and where adjustments are needed to ensure your strategy remains effective.

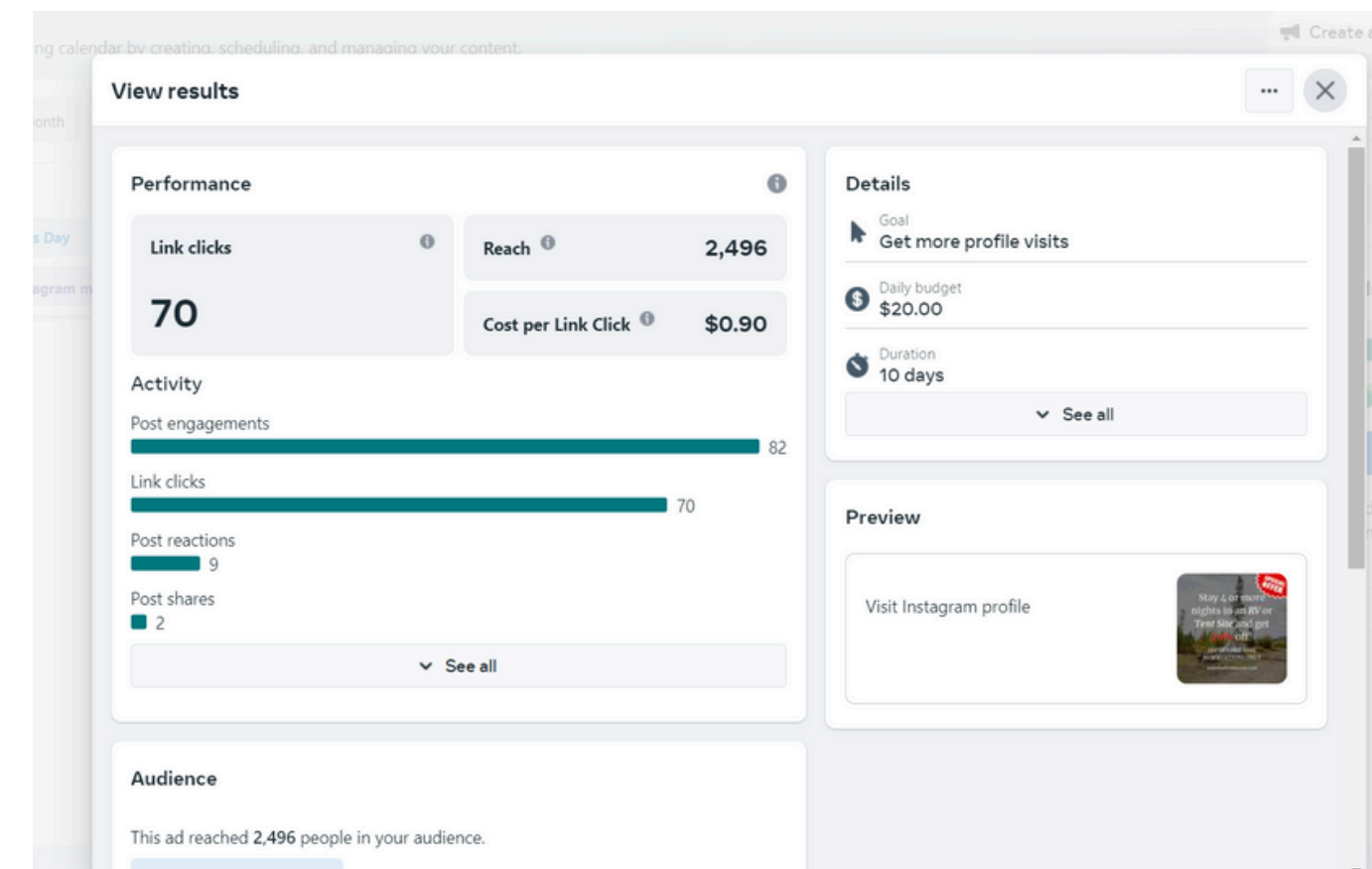
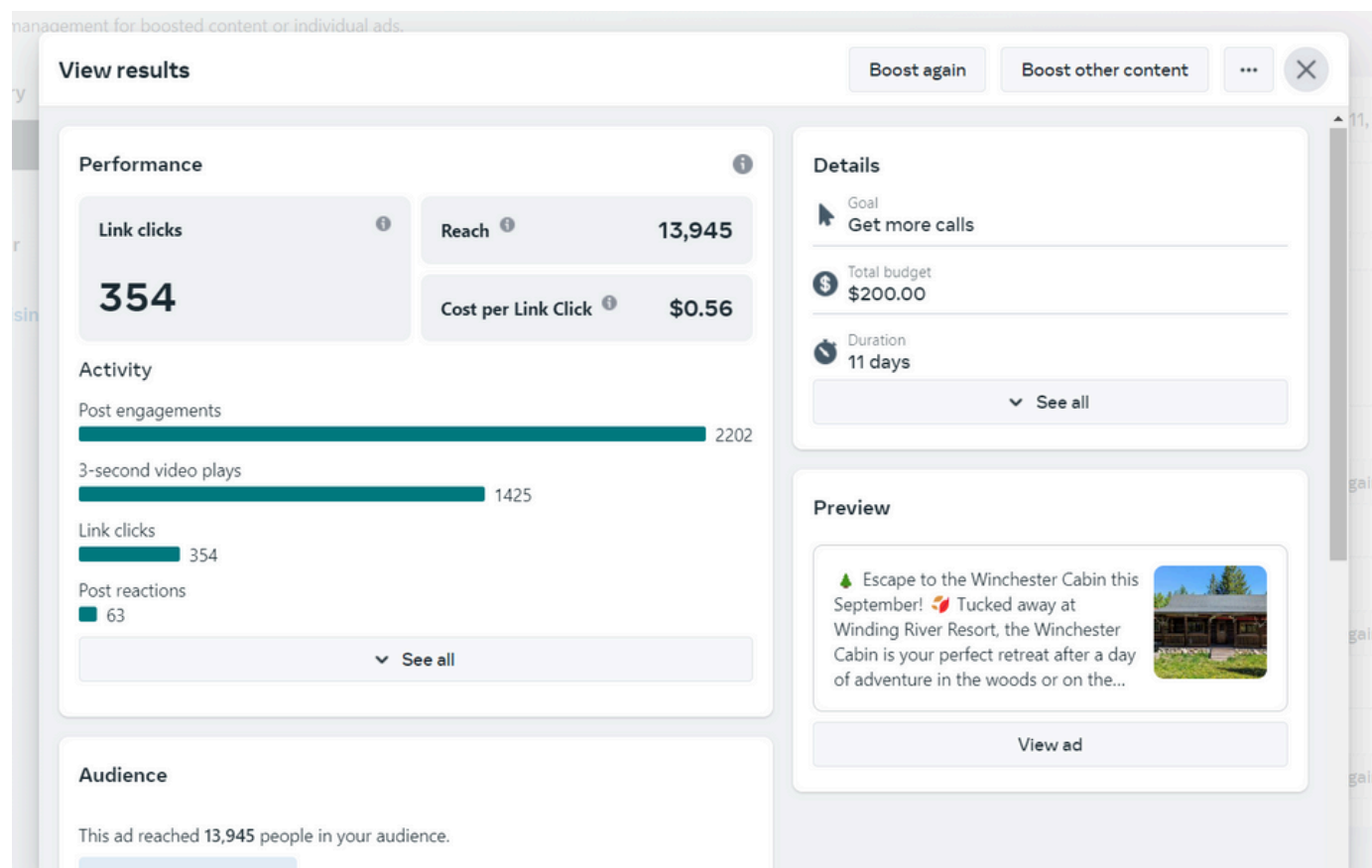
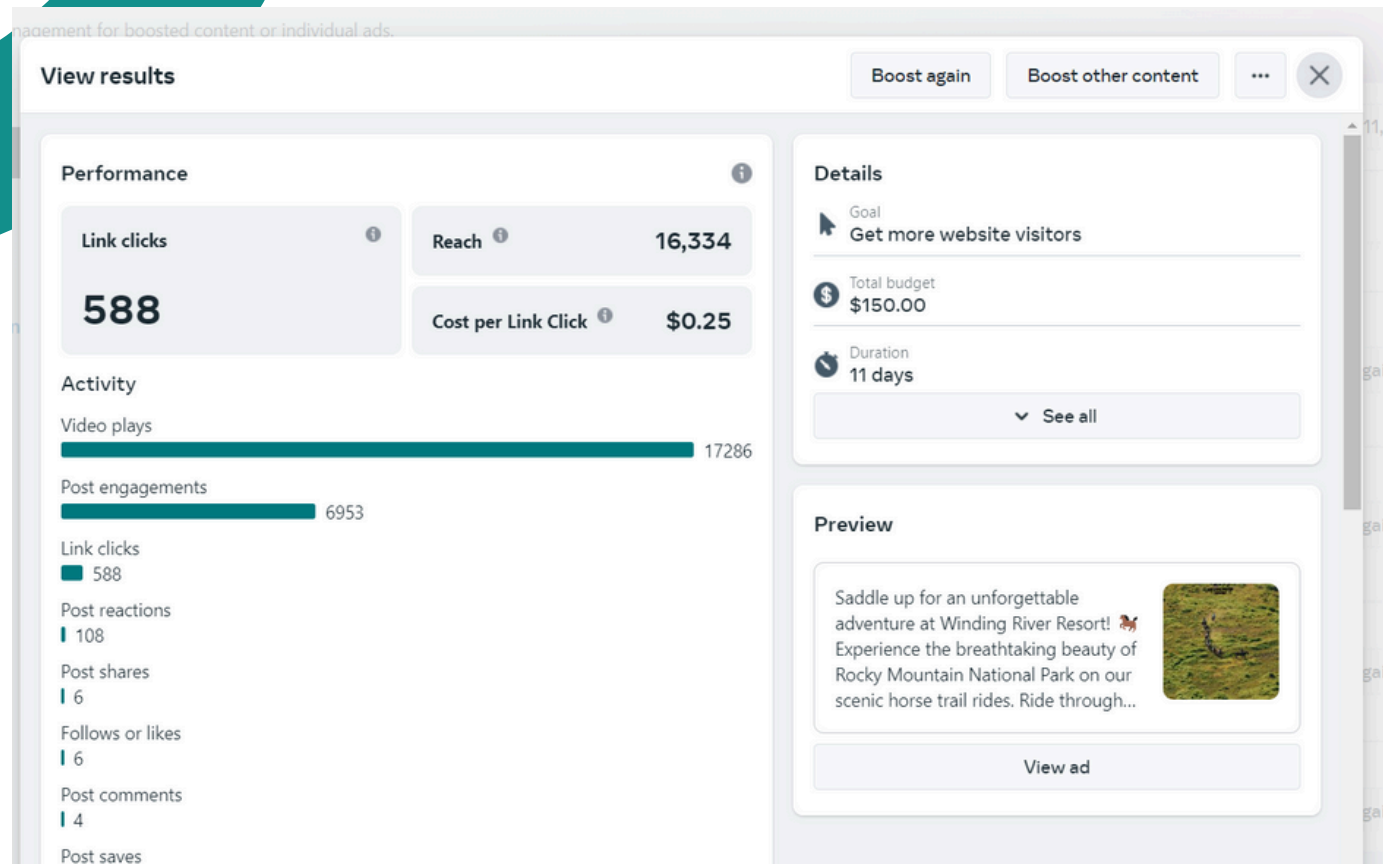
Your campaigns are then optimized by implementing data-driven changes that enhance performance and drive better results over time.



We focus on metrics: 200% ROAS improvement, 3x conversion rate, etc.

Return on ad spend (ROAS) and return on investment (ROI) may look the same, but they are different.

ROI considers all the costs that go into building an ad campaign and puts it against your revenue. ROAS doesn't. Instead, ROAS only considers the cost of advertising when looking at returns.





How We'll Work Together - Our Process for Success

- Initial Consultation & Strategy Session
- Campaign Set-Up & Launch
- Bi-weekly/Monthly Reporting
- Ongoing Optimization & Communication



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Pricing

- **Initial Lead Generation, no contract
\$1,000 for the 1st month
(Special to get started)**
- Campaigns vary and are tailored to each client. Contact for a strategy session.

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Thank You

For Your Interest

