

Are you looking to build your customer base?

Facebook Advertising gives you the power to acquire and retain customers, as well as market your business.



Facebook now has over 800 million users. Amazingly, over 93% of North American internet users have a Facebook account. If you're looking to find your customers, look no further than Facebook.

But to build a real presence, you have to do more than create a page. You have to strategically build an audience. Facebook Ad management from Social Media COO is the most cost effective way to do that.

Laser Target Customers

The marketing power of Facebook lies in the amount of information it collects about its users. Facebook knows what its users like, whom their friends are, where they live, and so much more. That data allows us to laser target the right people for your brand.

You can be confident that your fans are actually real, qualified leads that can generate return on your marketing investment.

Word of Mouth Amplified

Each Facebook user has 130 friends on average, which means that if someone likes your business and interacts with your Facebook page, that fan's friends can see it.

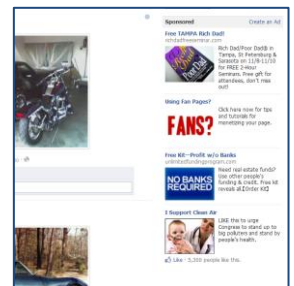
That's how **word of mouth is amplified** through social media. The larger your audience, the more your presence is amplified.

Maximize Your Investment with Expert Management

Facebook prices ads based on variety of factors, but the most important is Click Through Rate (CTR). Since Facebook makes money when users click on ads, they reward ads that generate clicks with a lower Cost Per Click (CPC). When your ads are professionally managed by us, your CTR goes up and your CPC goes down.

Using enterprise-class software and our expertise in ad creation, Social Media COO is able to quickly generate and test multiple variants of your ad to find the words, images, and targeting that drive the most traffic. We can even determine which hours of the day produce the lowest CPC.

We'll also improve your click to connection rate (the number of people who like your page after they click your ad) by designing a custom Facebook landing page that encourages people to become fans.



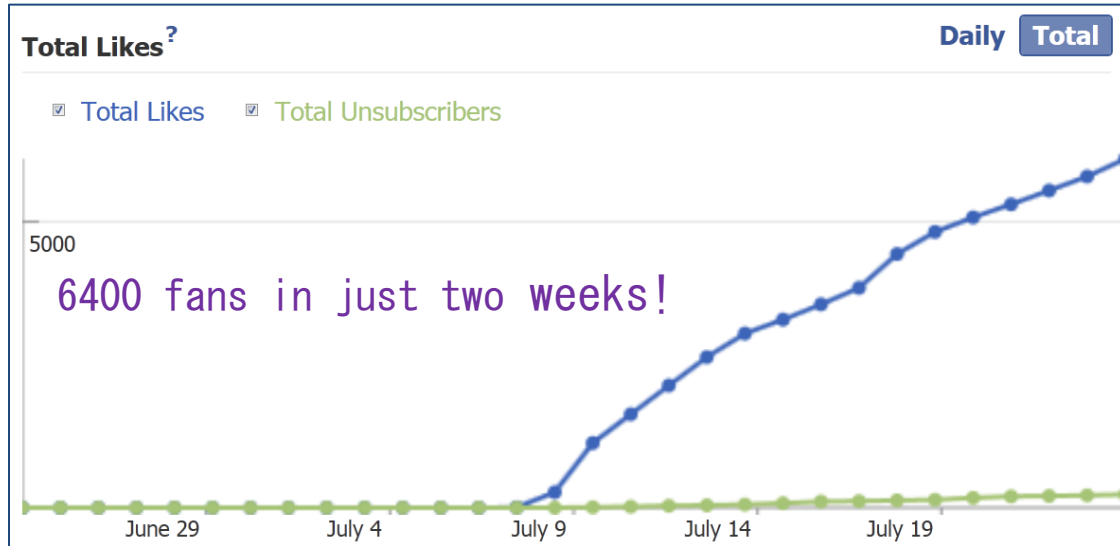
Facebook Ads appear on the right side of every Facebook page. The ads are based on user data so everyone sees something different.



Case Study



MaxxAir Vent is the leading manufacturer of RV ventilation products. When they started with us, they had no fans on Facebook. Maximize was able to effectively target RV enthusiasts through Facebook Ads and quickly grow the company's customer base. With just a \$50 per day ad spend, we added 6,400 fans in just two weeks. That means their ad spend was less than **11 cents per customer!** The average cost per click for a Facebook Ad is 69 cents. Using our Social Media COO team, MaxxAir Vent **saved over \$3700 in two weeks.**



Ask yourself how much are you spending for a qualified lead now and you quickly see the value of marketing through Facebook Ads with Social Media COO.



Facebook Ad Package

Let **Social Media COO's** expert team create and manage your Facebook Ads for you. Pricing varies based on the ad spend you determine. The package includes:

- Unlimited ad creative
- Unlimited campaign management
- A connection-building landing page
- Monthly reporting