



Digital Media Pros

866-355-0135



 Google AdWords

bing Ads



facebook
Ads
AdRoll

(mt)
YouTube



Digital Advertising Management Services

Thank you for considering Digital Media Pros (DMP) to set-up and manage your digital media advertising campaigns. Our team is comprised of highly skilled and proficient experts in digital marketing.

With more than ten years in business and certified Facebook, AdWords, and Bing Ads account managers, you can have complete confidence that you and your needs will be fully supported by our talented team. As a client, you will get a team approach to manage your account. All accounts get a minimum of three team members to handle your marketing needs. You will have a Project Manager, Account Manager, and a Web Programmer all working together to reach your campaign goals. You will also have unlimited consulting, phone, and email support from us!

We understand the most important metric in your advertising goals is profit, and our sole purpose is to create digital marketing campaigns that will meet or exceed your profit expectations!

Please don't hesitate to call or email with any questions. We look forward to working with you.

Digital Media Pros
(866) 355-0135
info@digitalmediapros.com

10 Fairway Dr. Suite 307 Deerfield Beach, FL 33441
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Digital Advertising Management Fee Schedule

NO CONTRACTS- Everything is Month to Month

Monthly Management Fee:

Account Setup (1 time charge)	\$495
Ad spend up to \$ 3000	\$695
Ad spend \$3000-\$5000	\$895
Ad spend \$5000-\$10000	\$1250
Ad spend \$10000-\$15000	\$1750
Ad spend \$15000-\$20000	\$2250
Ad spend \$20000-\$50000	\$3500
Ad spend \$50000-\$75000	\$5000
Ad spend over \$75,000	custom quote

Add-Ons:

Local Business Listings:	\$195/mo
Website lander :	\$595
PPC ad campaign:	\$695
Additional ad campaign(s) :	\$695

*** The management fee is billed on a monthly basis. You pay your ad spend directly to Google/Bing/Facebook, there is not a minimum required spend.**

WHAT'S INCLUDED

Research:

- Onboarding session to learn your business & goals
- Research competitors
- Review of current campaign if applicable

Ad Account Setup:

- New campaign creation (1)
- Extensive demographic audience research
- Audience and lookalike audience creation
- Review webpage for optimal conversions
- Compelling ad copy creation
- Ad copy for all device types
- Remarketing code implementation
- Conversion/Page View pixel setup

Ad Account post Launch:

- Split ad testing
- Bid & budget management
- Ad copy and audience refinement
- Continue building & testing new audiences and placements
- Conversion/Goal analysis
- Continuous ad refinement to optimize results

Tracking:

- Analytics integration
- Conversion /Goal Tracking
- Ad level tracking
- Call tracking
- Basic web programming to tie all of the above into your site

Reporting: (reports sent weekly):

- Social ad activity report
- Optimization updates
- Calls/Emails: Ongoing

At DMP, we fully understand how important marketing is to your business and more importantly how necessary it is to get the maximum profit on your advertising dollars. We are obsessed with profit for our clients! We eat, sleep, and breathe profit! While other companies focus on impressive sounding metrics like IMP, CPM, CTR, AB Testing, CPA, and VTCs, we prefer not to drown you in a useless acronym soup. We have one goal for our clients, PROFITISING™.

PROFITISING™ is making advertising a profit center rather than a cost center!

We know you have a business to run and that you can see the benefit of having a professional, experienced and dedicated team to implement and administer your digital marketing needs. Our job put simply, is to learn your goals and exceed them. We will design and manage a digital marketing strategy that will accomplish those goals so you can focus on growing your business.



We will provide you with a dedicated Project Manager who will listen, and work with you to thoroughly understand your specific needs. All of our Project Managers have a support team consisting of an Account Manager, and a Programmer. This professional team works in unison to gain maximum results for your campaign. This multimodal approach enables your company to work with a team of experts who fully understand your business needs and interact with you over the course of your campaign. Your Project Manager provides full phone and email support as well as weekly “check-ins” to update you on the status of your campaign.



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YOUR DMP TEAM WILL

- Acquire New Customers
- Drive Sales
- Focus on Profit
- Build Targeted Campaigns
- Brand Your Name
- Simplifying Your Marketing
- Get Results



DMP SERVICES

- PPC Management
- SEO
- Shopping Advertising
- Branding
- Display Advertising
- Social Marketing
- Remarketing/Retargeting





Why Do You Need Digital Advertising?

Put simply, to gain immediate visibility, growth, profits, and results. Online advertising will help you reach beyond your existing network and tap into new, highly targeted audiences via search, display, and social advertising.

How Will Paid Media Help You Get More Customers?

Digital advertising will reach the audience you didn't know existed or could not reach. Whether you are promoting content, building your pipeline or working towards a sales goal; digital advertising will extend your reach and engage the customers you want and need.

We leverage big data to deliver precise messages to a specific audience that is searching for your product or service. This results in a finely tailored approach which will net more leads and sales.

Why Digital Media Pros?

We have the expertise and experience in effective Social & PPC management. Let's face it, it all boils down to the return on your investment. We will increase your profit and free up your time to manage and grow your business!

From the very beginning our strategy, action plan, analysis, attention to detail, and execution is all centered on one thing; Profit for our clients!

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Social Media Marketing Strategy

We believe that three things must happen to have a profitable and successful campaign. They are:

- *Proper expectations*
- *Clear cut path to success*
- *Transparency*

Learn: (1 Day)

We will conduct an extensive onboarding session to determine exactly what you wish to accomplish. Your goals are the foundation for building a successful goal oriented marketing campaign.

Build: (1-4 Days)

With a detailed understanding of your goals and a review of your website and social page, we will begin the campaign creation process. We do extensive research on your target demographic and build an audience of those that are highly likely to convert to buyers. We will manage everything from ad copy to conversion tracking codes.



Testing: (1 Day)

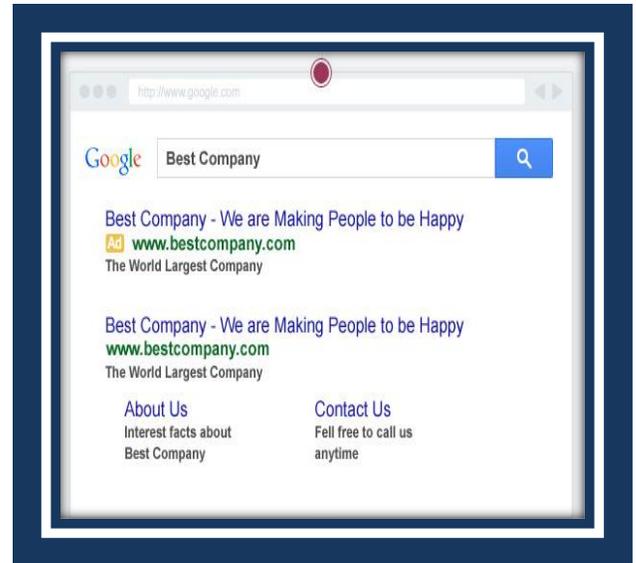
After the campaigns and audiences have been built and before you spend one ad dollar, we will fully test everything from broken links to proper conversion tracking. We want to be sure that your ad dollars are not being wasted, and everything is working and ready to go before we “flip the switch.”

Launch: (1 Day)

Before we launch, we will do a final and thorough checklist ensuring a smooth launch!

Optimization Window (7-90 days)

Once the campaigns go live, they need time to collect data within the optimization window. This gathering period is necessary to properly optimize campaigns for ROI. Adequate data collection requires time, but we begin optimizing when the first batch of data comes in. This phase is not an overnight process as many would have you believe, but it is crucial to the overall success of the campaign.



Managing (90+ Days)

After the initial optimization is complete and we are working towards your campaign goals, we enter the “Manage, Maintain, and Adjust” phase. Your dedicated Project Manager's single function is to manage your campaigns in order to keep them profitable. Digital marketing is a living and breathing organism that requires constant and intense attention, it is not a “set it and forget it” item! Once the campaign is running and profitable, we continually optimize it in order to keep it profitable, that is our job!

NOTES

