

# Example Proposal

## Proposal

October 2020

*"We found Ben and his team to be friendly, professional and expert in Facebook advertising. They were also extremely approachable and transparent - with a clear focus on what they will do and clear cut metrics to measure against - and no long term commitment. When a company does not force you into a long term commitment you know that they are confident about their offering and all of these things combined set Lead Guru apart from other agencies we've used in the past."*

COOGAN  
LONDON

Firoze Nazar, Coogan London

## Why advertise on Facebook and Instagram?

- **Facebook & Instagram have over 2.3 billion users** including the vast majority of the US and the UK. No matter what product or service a company provides, their target market can be found here.
- **Undervalued as an advertising platform** - Because it is relatively new and it has a false reputation as a platform where people do not respond well to ads, Facebook and Instagram advertising is undervalued. This means that the cost of advertising is significantly lower than other online platforms and this makes it possible to generate very low cost leads and sales.
- **Unrivaled targeting** - Facebook has an enormous amount of information stored about its users, which is fantastic for advertisers. With over 1,000 targeting options it's possible to narrow down an audience to a very specific group of people that are highly likely to be interested in a company's products or services.
- **Social engagement** - Facebook & Instagram are social networks, which means that if a company's target market engage with a particular offer or ad, they will share it and in doing so provide free endorsed advertising.
- **Brand exposure** - The average user visits the website or uses the app 14 times per day. This makes it very easy for a company to advertise to its target market multiple times relatively quickly.

## The benefits of this service

- **Facebook & Instagram advertising strategy development** - We use our experience in the industry to work with all our clients to develop a winning Facebook and Instagram advertising strategy that is specifically tailored to their business.
- **Profitable lead and sale generation** - Once we've established what a client is willing to pay for a lead or sale we can create a suitable lead or sales funnel that delivers a fantastic ROI.
- **Hassle free Facebook and Instagram advertising campaigns** - We deal with all the ongoing management and optimisation of our clients' Facebook and Instagram advertising campaigns so they have more time to focus on other areas of their business.
- **Personal customer service** - In an industry that has forgotten about the client, we haven't and never will. We are dedicated to the success of our clients and any ad hoc advice is included within our fees.
- **Our proven track record** - We've delivered as high as a 60x return on ad spend for high growth businesses.
- **Scalability** - Once we've established a profitable sales funnel, campaigns can be scaled to enormous levels. With over 2 billion daily users, you will not run out of potential customers anytime soon!

## Description of services

Lead Guru will create, manage and optimise Facebook and Instagram advertising campaigns to achieve your desired outcome. This may include:

- 1) Ad account audit** - Provided you have previous Facebook ad account activity, we start with an extensive ad account audit which can help us identify areas for improvement and speed up the optimization process.
- 2) Full campaign structure** - Most of the Facebook ad campaigns we create follow our unique CBO structure. This allows us to test multiple variables without overloading Facebook's optimization process.
- 3) Extensive audience research** - We use Facebook's audience insights tool, along with your knowledge of your ideal customers to perform extensive audience research. Through this research we can often find previously overlooked high-performing targeting options.
- 4) Audience creation** - Where possible, we use your digital assets to create custom audiences and lookalike audiences that can be targeted. We also create the framework within your ad account for newly engaged audiences to automatically be added to retargeting lists.
- 5) Ad creation** - We use your best images/videos, or source alternatives where necessary, and use our copywriting experience to create a range of high-converting ads.

**6) Pixel tracking** - We set up all the necessary Pixel tracking within your Facebook ad account and provide your webmaster, or whoever deals with your website, with the code and installation instructions.

**7) Location targeting** - By researching the area in which you operate, and where most of your customers come from, we establish the best locations to advertise to. This will take into account predicted audience size and the products and services you offer.

**8) Audience adjustments and budget reallocation** - We use conversion and audience insights data to find the groups of people (demographics, interests, etc.) that respond best to your campaigns. We then use that data to optimise your campaigns.

**9) Ad testing and optimization** - We monitor the performance of each ad, pausing the underperformers and creating new ads to test against the best performers. We like to continually test new ad creative as we know this is often an area that can make a big difference to your ROAS (return on ad spend).

**10) Placement targeting adjustments** - We use conversion data and engagement reports to assess how well each placement is performing. If certain options are significantly outperforming others, we divert budget accordingly.

**11) Strategic adjustments** - We make any necessary strategic adjustments, including new campaign and sales funnel creation to ensure your Facebook and Instagram advertising campaigns are delivering the best results possible.

## Our Facebook & Instagram ad campaigns in action:

Account Overview		Campaigns		Ad Sets		Ads	
Results	Reach	Impressions	Cost per Result	Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	
150 Purchases	133,231	270,534	£7.80 Per Purchase	£1,170.20	£8,876.74	7.59	
1,595 Purchases	40,049	830,564	£2.18 Per Purchase	£3,481.98	£73,732.52	21.18	
8,114 Purchases	309,224	3,153,751	£2.69 Per Purchase	£21,857.76	£429,179.53	19.64	
Results from 3 campaigns		439,938 People	4,254,849 Total	£26,509.94 Total Spent	£511,788.79 Total	19.31 Average	

Sales: **£511,788.79**

Ad Spend: **£26,509.94**

**ROAS (Return on Ad Spend): 19.31x**

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create | Duplicate | Edit | Rules

<input type="checkbox"/>	Campaign Name	Reach	Impressions	Cost per Result	Leads	Link Clicks	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	2,270,203	7,438,086	£5.67 Per Leads	10,700	53,595	£60,648.04
<input type="checkbox"/>	<input checked="" type="checkbox"/>	918,687	3,906,185	£8.24 Per Leads	5,097	21,926	£42,015.55
▶ ⚠ Results from 2 campaigns ⓘ		2,945,530 People	11,344,271 Total	£6.50 Per Leads	15,797 Total	75,521 Total	£102,663.59 Total Spent

Leads: 15,797

Ad Spend: £102,663.59

Cost per lead: £6.50



Account Overview		Campaigns	Ad Sets	Ads					
<a href="#">+ Create</a> <a href="#">Duplicate</a> <a href="#">Edit</a> <a href="#">Refresh</a> <a href="#">Delete</a> <a href="#">Rules</a>		View Setup <input type="checkbox"/> Columns: Cust							
<input type="checkbox"/>	Campaign Name	Results	Reach	Frequency	CTR (Link Click-Through)	Link Clicks	CPC (Cost per Link Click)	Cost per Result	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	16,967 Leads	850,935	2.90	0.87%	21,490	£0.84	£1.06 Per Lead	£17,958.19
<input type="checkbox"/>	<input checked="" type="checkbox"/>	799 Leads	94,199	2.22	0.36%	746	£4.63	£4.32 Per Lead	£3,454.19
<input type="checkbox"/>	<input checked="" type="checkbox"/>	441 Leads	56,456	1.70	0.99%	945	£0.97	£2.08 Per Lead	£918.91
<input type="checkbox"/>	<input checked="" type="checkbox"/>	909 Leads	69,921	1.41	1.31%	1,297	£0.31	£0.44 Per Lead	£400.54
▶ Results from 4 campaigns ⓘ		17,470 Leads	889,570 People	2.97 Per Person	0.86% Per Impre...	22,666 Total	£0.90 Per Action	£1.17 Per Lead	£20,486.60 Total Spent

Leads: 17,470

Ad Spend: £20,486.60

Cost per lead: £1.17

*" Working with Ben and Lead Guru was a great marketing experience. We told Ben what we wanted and with his in depth knowledge of how Facebook works he built us a great campaign that delivered. The whole thing was fast and efficient. When we agreed on something Ben delivered on time always. Would highly recommend Lead Guru's services"*



Simon Newell, Renewell Water

## Pricing excl. VAT

Facebook & Instagram advertising campaign creation and set up: \$1,200

Facebook & Instagram advertising campaign management and optimisation:

Monthly Ad Spend	Your Fee
< \$10,000	\$1,000
\$10,000 - \$20,000	\$1,500
\$20,000 - \$30,000	\$2,000
\$30,000 - \$50,000	7.5% of ad spend
\$50,000 - \$100,000	6.5% of ad spend
> \$100,000	5.5% of ad spend
Set up fee	\$1,200

## Contract Length

Facebook and Instagram advertising campaign creation, management and optimisation contracts are a minimum of 1 month and then based on a 1 month rolling contract thereafter. As our services are invoiced at the start of a monthly period this contract can be cancelled by the client at any time after the first month. Unless the client instructs otherwise, management services will be fulfilled until the end of the month in which the contract is cancelled.

## Payment terms

Our campaign creation and set up fee is payable upfront. Please note that the set up process usually takes 5-10 working days.

Monthly management and optimisation invoices are raised on the first day of each monthly period with payment due within 7 days.

*"I've been following Ben's content for close to a year now and I've been constantly stunned by the quality of his free advice. I've gone from a complete Facebook novice to being able to run my own campaigns with great success. I'm now working with Ben on a paid basis to get more niche support with my paid media campaigns and so far the results have exceeded all expectation."*



Ollie Aplin, Mind Journal

## Terms & conditions

We try to keep our terms very simple. They are here to ensure we both have the same understanding of how the consultancy works to bring you results. Please do take the time to read them.

In these Conditions:

"Agreement" means any agreement made subject to these Conditions, which shall incorporate these Conditions. "Consultancy" means Lead Guru, "Client" means any person or organisation with whom the Consultancy enters into an Agreement subject to these Conditions. "Service" means the services described in the Consultancy's literature to be provided by the Consultancy to the Client.

### 1. Payment

1.1 Unless specifically varied in the Pricing section of our Proposal or otherwise by the Consultancy, the following terms shall apply:

1.2 For ongoing fees such as PPC management and Facebook advertising management services.

1.2.1 Payment must be strictly within 7 days of invoice date.

1.2.2 Where payment is late, it is still applicable but the Consultancy is not obliged to provide services for the period that payment was late.

1.3 All fees quoted are subject to review and adjustment by the Consultancy at any time.

### 2. Non Payment

2.1 In the event that full payment is made later than required by the conditions set under the section 'Payment Terms' or if only partial payment is made, the Consultancy may at its absolute discretion charge for administration costs and interest on any monies owed at either the rate of 2% interest per month or at the annual rate of 7% above the base rate published from time to time by HSBC plc, whichever is the greater rate, calculated weekly and compounded monthly.

2.2 Failure to apply such charges does not constitute a waiver of the option to charge.

2.3 In the event the payment is not received within a maximum of 60 days, arrears will be passed to our Debt Collection Agency. Once this has taken place, the Consultancy is not in a position to accept payment from the Client. Additional fees are applied by the Debt Collection Agency. The Consultancy has no authority to revert these fees once a debt is passed over to the Debt Collection Agency.

### 3. Cancellations

3.1 Notice of cancellation should be made in writing via post or email.

3.2 Notice of cancellation can be given at any time: the service will still be fulfilled for any prepaid amounts.

3.3 Notice is deemed to have been received by either '48 hours from 1st Class post' or 'a read receipt on email'.

3.4 Information and files retained by the Consultancy will be returned to the Client upon final payment for any outstanding invoices.

#### 4. Withdrawal of Service

4.1 The Consultancy reserves unto itself the right to withdraw its services at its entire discretion, particularly in the event of any failure to pay. Upon such withdrawal of its services, the Consultancy shall be under no liability whatsoever to compensate the Client for any costs, losses or damages, howsoever arising, that the Client may incur or may have incurred.

4.2 It is hereby agreed between the Consultancy and the client that where the Consultancy withdraws its services, the Consultancy may remove any material stored upon any computer or server and shall retain, and shall not be under any obligation to return or provide access to, any and all documents, papers, etc. belonging to the Client until payment is made in full of all the Consultancy's invoices.

These terms of appointment are governed by and subject to English law.