

# Facebook Paid Advertising Proposal

## Prepared For

Client Name  
Company Name  
Email: client@email.com  
Date: June 16, 2024

## Introduction

This proposal outlines a paid advertising campaign on Facebook to increase your brand's reach, generate qualified leads, and boost overall sales. Our team will craft targeted campaigns to match your business goals and deliver measurable results.

## Objectives

- Increase brand awareness within the targeted audience
- Drive high-quality traffic to your website
- Generate new leads and customer conversions
- Maximize return on advertising spend (ROAS)

## Target Audience

- Location: [Specify City/Country/Region]
- Age Group: [Specify Age Range]
- Interests: [List main interests relevant to business]
- Behaviors: [e.g. online shoppers, event attendees]

## Campaign Strategy

- Ad Formats: Carousel, Image, Video, and Collection ads
- Placements: Facebook Feed, Stories, Marketplace, Instagram
- A/B Testing for optimal ad creative and copy
- Conversion tracking using Facebook Pixel
- Weekly monitoring and performance optimization

## Budget & Timeline

Activity	Cost	Timeline
Ad Spend	\$2,000/month	Ongoing
Management Fee	\$500/month	Ongoing
Creative Design/Assets	\$250	First Month

## Deliverables

- Custom Facebook Ad campaigns setup
- Target audience research and segmentation

- Ad creative design and copywriting
- Performance tracking and reporting
- Monthly analytics and recommendations

## Reporting

We will provide monthly reports detailing campaign performance, including impressions, clicks, leads, conversions, and recommendations for further optimization.

## Terms & Conditions

- All advertising spend is billed directly to the client by Facebook.
- Campaigns can be paused or adjusted at any time with mutual consent.
- Management fees are invoiced monthly in advance.

## Acceptance

By signing below, you agree to the terms and scope outlined in this proposal.

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Client Signature

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Date