

# ADVERTISING FOR WRITER-ENTREPRENEURS

## PRICE SHEET



## ABOUT YOUR CAMPAIGN

We will customize an advertising strategy based on YOUR unique needs, goals, and resources. Every business is as unique as its business owner, and I will help you tap into what's unique about your brand and mission so we can highlight it through the ads. We will look at what is already working in your funnel, review what can be improved, and build our campaign based on your long-term goal.

## ADVERTISING CAMPAIGN

### CHANNELS

- Instagram + Facebook
- Pinterest
- TikTok
- Google Display Network

### INCLUDING

- Book Funnel Optimization Audit
- Webstore Conversion Optimization Audit
- Strategy Development
- Industry Keyword Research
- Audience Research
- Content Guidance + Production
- Bi-Weekly Reports

### INVESTMENT

- €1400 / per month (not including ad-budget)
- 3 months minimum campaign
- Minimum €1500 in ad budget per month

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### DONE-FOR-YOU FULL SERVICE



#### INCLUDING

- Audit of the full funnel including email sequence, landing page, book pages, messaging, copy, and advertising assets.
- Advertising campaign strategy
- Full-service implementation includes daily optimization of media buying on our chosen platforms, reporting, data-driven reporting, and a pro-active approach to hitting your sales goals.

#### INVESTMENT

- €1400 / \$1554 per month (not including ad-budget)
- 3 months minimum campaign
- Minimum €1500 in ad budget per month

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## CONSULTING / DONE-WITH-YOU

### INCLUDING

- Full-funnel audit including website, landing pages, email sequence, messaging, copy, advertising strategy and media buying.
- 1:1 calls (packages below) where we look at my audit results together and lay out a plan for you can improve your numbers and revenue.
- Email follow-up to make sure all suggestions were implemented correctly and gave us the desired result.

### INVESTMENT

Full Funnel Audit +

- 1x 1:1 call a' 60min: €300 / \$333
- 3x 1:1 call a' 60min: €800 / \$888
- 5x 1:1 call a' 60min: €1300 / \$1443

# USEFUL INFO

## ADS BUDGET

I recommend an ad budget of minimum €1,500 per month in order to see results from your campaign. I will use this budget to utilise our agreed upon channels and scale the best performing channels and assets. In order to build a retargeting funnel for your audience I recommend a budget of €2,000 if possible.

## FUNNEL, CONTENT + BRANDING

The more high-quality content you can provide me with, the more successful your advertising efforts will be. I will send you a list of different ideas that you can shoot and create yourself, but professional product photography is a must if you want to build a profitable jewelry brand. To get the most out of our partnership, I recommend you prepare a folder with high quality, ready-to-use product and lifestyle photos before we start the campaign.

The advertising traffic should be directed to a high-quality landing page and/or product page. I am always happy to work with you to develop an optimised landing page and funnel.

## FIRST STEPS...

I only work with brands and entrepreneurs I truly believe I can help and get profitable, therefore we will start with hopping on a zoom call to make sure our goals and visions align.

If we decide to work together, I usually have a set-up timeline of 7-10 business days. The first step for you will be to fill in a document with information about your brand, audience and goals. I will then start doing audience research and set up the first campaigns to get things going.