

ADVERTISING FOR AUTHOR-PRENEURS

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.

INCLUDED IN ALL CAMPAIGNS WITH ME:

POSSIBLE CHANNELS

- Instagram + Facebook (META)
- Pinterest
- TikTok
- Google Display Network (including YouTube)

CAMPAIGN INCLUDES...

- Full Funnel Optimization Audit
- Webstore Conversion Optimization Audit
- Strategy Development
- Industry Keyword Research
- Audience Research
- Content Guidance

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DONE-FOR-YOU FULL SERVICE



WHO IS THIS FOR?

Don't want to ever touch the Facebook ad account? Just want to cash in and make art you love? This is the offer for you! We will outline clear goals for your campaign, then I will develop a strong strategy, funnel, messaging, and creatives for you. After this, **I will run your ads, optimize them on a daily basis and get you to your goals** while you sit back and do what you are best at.

INCLUDING

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

INVESTMENT

- €1500 / \$1600 per month (not including ad-budget)
- 3 months minimum campaign
- Minimum €1000 in ad budget per month

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Want to learn how to run advertising campaigns on your own?

CONSULTING / DONE-WITH-YOU

SET UP & MASTER YOUR AD-CAMPAIGNS WITH MY EXPERT GUIDANCE

Get direct access to my 10 years of experience building profitable advertising campaigns! During your consulting weeks you will get weekly 1:1 hands-on coaching calls directly with me. We will look at your funnel, online efforts, and opportunities, and together set up a profitable, sustainable, predictable revenue machine for you. At the end of these weeks, you will not just have an optimized funnel set up and running, you will also have gained the necessary skills to run ads for other authors or brands and cash in on your new knowledge.

INVESTMENT

Full Funnel Audit +

- 1x 1:1 call a' 45min: €300 / \$333
- 3x 1:1 call a' 45min: €800 / \$888
- 5x 1:1 call a' 45min: €1300 / \$1443

USEFUL INFO

ADS BUDGET

I recommend an ad budget of minimum €1000 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.