

# SOCIAL MEDIA ADS FOR PODCASTERS

## PRICE SHEET



## ABOUT YOUR CAMPAIGN

We will customise an advertising strategy based on YOUR unique needs, goals and resources. Every business/project is as unique as its creator, and I will help you tap into what's unique about your brand and mission so we can highlight it through our ads. We will do a deep dive into audience research, your traffic funnel, landing pages, messaging, and build our campaign based on your long-term goal.

## Done-for-you ADVERTISING CAMPAIGN

### 1 PLATFORM

- Facebook+Instagram or TikTok
- €1500 / month investment (excl. ad-spend)
- €1500 minimum ad-spend
- 2 months minimum contract

### 2 PLATFORMS

- Facebook + Instagram AND TikTok
- €1850 / month investment (excl. ad-spend)
- €2000 minimum ad-spend
- 2 months minimum contract

### PAY-IN-FULL OFFER

- 5% discount when you pay for 2 months up-frpnt

### INCLUDING

- Strategy Development
- Landing Page Audit
- Audience Research
- Content Production Consulting
- Bi-Weekly Written Reports

contact@charlotteeriksson.com

# CONSULTING

**Done-with-you**

## **ADVERTISING CONSULTING**

**Get my expert eyes on your advertising efforts!**

Are you currently running your own Facebook+Instagram or TikTok ads and want recommendations for how to optimise, scale or strategise? During this consulting call I will shower you in optimisation tactics, suggestions, marketing ideas and media buying strategies 100% based on your own marketing data. The goal is that you will walk away with a clear strategy going forward, new media buying knowledge and full confidence in implementing all the things we spoke about.

## **INVESTMENT**

- 1 consulting call, no time limit, let's chat until we have nothing more to chat about! - €500
- 3x 1h consulting calls (no time limit) whenever you want my eyes on your advertising efforts - \$800
- Book 5x 1h consulting calls and get 1 extra call FOR FREE! - \$1500

## **Things we will look at during the calls..**

- How to optimise your campaign structure, targeting, budget strategy and media buying
- Creatives + ad copy
- Landing pages + funnel conversion optimisation
- Opportunities for growth: email marketing? PR? Podcasts? SMS marketing?
- And of course I'll answer any all and any questions you might have regarding advertising and optimisation.

# USEFUL INFO

## ADS BUDGET

I recommend a minimum ad budget of €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 having high-quality videos and audio snippets to promote your podcast is crucial for success. To get the most out of our partnership, I recommend you prepare a folder with high quality, ready-to-use videos before we start the campaign.

The advertising traffic should be directed to a high-quality landing page that you own (on your own campaign).

## FIRST STEPS...

I only work with brands and entrepreneurs I truly believe I can create great results for, 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 mission, audience and goals. I will then start doing audience research and set up the first campaigns to get things going.