

Facebook Ads Package

Let our experienced team handle your firm's Facebook ad campaigns, from personalized creation to performance monitoring, to generate high-quality leads and sales.

PRICING

Choose What Best Fits Your Needs

STARTER

\$999 UPFRONT | **\$499** / MONTH No Contract

Ad Foundations

- ➔ Opening of Facebook Ads account
- ➔ Monthly reporting metrics
- ➔ Campaign, ad set, and ad buildout
- ➔ Weekly campaign optimization

Campaign Types

- ➔ Traffic to blog post/article
- ➔ Whitepaper/PDF downloads
- ➔ Video views
- ➔ Newsletter signups

ADVANCED

\$999 UPFRONT | **\$2,000** / MONTH No Contract

Ad Foundations, Plus

- ➔ Includes all of starter package
- ✔ Implementation of FB Pixel on website
- ✔ Setup of FB Pixel website events
- ✔ Optimization of website & digital calendar
- ✔ Consult to determine key pages/conversion
- ✔ Retargeting audience/lookalike audience
- ✔ Advanced monthly reporting metrics
- ✔ Comprehensive funnel conversion strategy
- ✔ Retargeting campaigns as part of funnel strategy
- ✔ Insights from Indigo's advisor-wide Facebook Ads analytics
- ✔ Exclusive monthly newsletter from ads team
- ✔ Access to daily campaign optimization

Campaign Types

- ➔ Includes all of starter package
- ✔ New client funnel
- ✔ Retargeting traffic for firm's video content