



WebAuthorings Support
WEB DESIGN & DEVELOPMENT
QUALITY WITHOUT QUESTION



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3 Step Marketing Campaign

1. FB Likes

2. FB-Website Targeting

3. Global Retargeting Marketing

1. **FB Likes**

- a. We target your audience based upon geographical and/or personal demographics.
- b. We create the banner based on the type of service you are marketing.
- c. We launch a 90 day ongoing campaign that will generate Likes.

The concept is pretty simple. The more Likes your corporate FB page gets, the more reach potential you have. Someone who likes your FB page will be notified any time you update your FB page. Updates can be manual or through [SocialNET](#) automation.

2. **FB-Website Targeting**

- a. We target your audience based upon geographical and/or personal demographics.
- b. We create three banners that will click through directly to your website to the designated targeted area.
- c. We launch a 90 day ongoing campaign that generates traffic to your website.

We offer three banners here to gauge which one(s) will be the most effective. We judge banner results not only on the amount of people your ad reached, but how much interaction the ad produced. Interaction can be clicks, likes, or shares. Let's say a banner ad reached 10,000 people in a week, but no one clicked or reacted to it. Let's say another banner ad reached only 6500 people in a week, but there were 72 Likes, 5 comments, and 4 shares. This one produced! It's essentially quality over quantity.

3. **Global Retargeting Marketing**

- a. We target your audience based upon geographical and/or personal demographics.
- b. We create six banners that will click through directly to your website to the designated targeted area.
 1. Three size variations of each banner are created.
 2. Each banner contains a graphic, short blurb, and "Call to Action" button.
 3. Each banner is linked to a particular landing page.
- c. Custom Landing Pages are created for each of the six banners.

Global Retargeting Marketing allows you to bring customers and prospects back to your website with targeted display ads that run across their favorite news sites, blogs and more. When a person lands on your website, a cookie is placed in their computer. A cookie is a little piece of code that tell their computer that they visited your website and to display your ads when the person surfs a website that offers advertising through Google Ad Words or various other ad agencies.

This concept combined with FB Targeting will keep your brand in their sightline where ever they go on the Internet. It's not intrusive, but rather a very subtle way to keep your website in their line of vision. This campaign is run for three months and starts in conjunction with FB Targeting.

How can I track whether this is effective or not?

Any form of advertising is a crapshoot. You have to give any effort a chance to work. I've found that a good gauge is a three month period. The beautiful thing about doing anything online is that if it doesn't work you can change it or turn it off with a click of the mouse and then try something else!

- FB Marketing will allow you to instantly see LIKES as well as use their reporting tools to see click-throughs and shares.
- You have Google Analytics which will help you see immediate results of your web campaigns.
- We will also add your account to Adroll reporting
- We will tag all marketing campaign links with a specific tag so you can differentiate exactly where your clicks came from.

Here's an example:

<http://webauthorings.com> – no tag is used

<http://webauthorings.com/?wa3step2014> – tagged with "wa3step2014"

Both links will take you to the same page, however if the second link is clicked it adds that custom tag that will be appended to any tracking and reporting tools you utilize.

How much does this program cost?

It took a while to make the numbers work for all parties. We looked at other SEO companies and what they charge compared to what they actually do for you. We also looked at what the most effective methods were that WebAuthorings utilized.

Here's what we came up with after a lot of number crunching:

\$250 per week for a 3 month campaign commitment.

We'll spread out your monies over each of the three step aspects of your marketing campaign.

Set-up fee is \$450 which covers creation of the 22 Campaign Banners and 6 Landing Pages.

WebAuthorings will also take 26% of your campaign cost (not including set-up fee) which covers weekly reports sent to you in a PDF, monitoring daily activity and making appropriate changes to your campaign or banners when necessary.

We're offering this program 4 times yearly. The 2015 campaigns will begin March 1st.

Registration Cut-off is February 15th.



Click [here](#) to register.

Contact Melissa with any questions: Melissa@webauthorings.com

WebAuthorings.com 973.657.0447