



# You need a social media ad strategy.

AND WE SEE A SLICE OF PIZZA IN YOUR FUTURE

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# Three reasons you should be advertising on social media.

## 1. Hyper-Target Customers

One of the main reasons social media marketing is so effective is that brands can hyper-target ideal clients based on exact demographics. Showing ads to the right individuals is a critical part of the marketing process and must be taken seriously to avoid wasted ad spend.

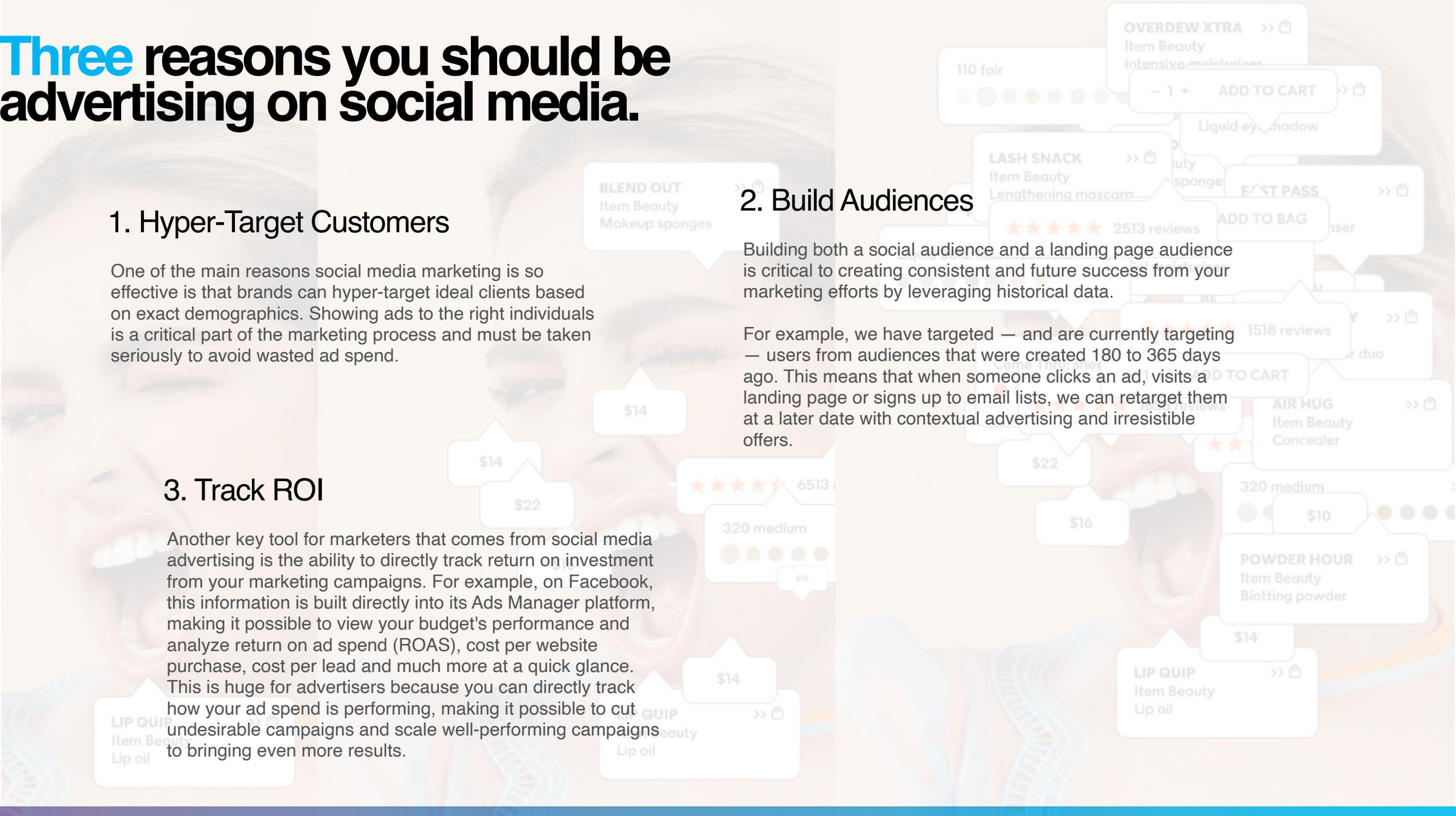
## 3. Track ROI

Another key tool for marketers that comes from social media advertising is the ability to directly track return on investment from your marketing campaigns. For example, on Facebook, this information is built directly into its Ads Manager platform, making it possible to view your budget's performance and analyze return on ad spend (ROAS), cost per website purchase, cost per lead and much more at a quick glance. This is huge for advertisers because you can directly track how your ad spend is performing, making it possible to cut undesirable campaigns and scale well-performing campaigns to bringing even more results.

## 2. Build Audiences

Building both a social audience and a landing page audience is critical to creating consistent and future success from your marketing efforts by leveraging historical data.

For example, we have targeted — and are currently targeting — users from audiences that were created 180 to 365 days ago. This means that when someone clicks an ad, visits a landing page or signs up to email lists, we can retarget them at a later date with contextual advertising and irresistible offers.



# **Our social media ads process.**

**The social media channels we will use.**

**The 'go to market' plan, how we will go to market on each channel and what's entailed.**

**The costs: for setup, for the actual advertising, and the management of leads.**

**What does everything look like?**



# The social media channels we will use.

We define the social media channels we will use for your ads. In some case it could be just one channel, in others a combination. Most importantly we listen to you and provide you with a comprehensive strategy about the best channels to advertise on in order to accomplish your goals.

Platform	Reach (billions)	Avg CPC	Avg CPM
Twitter	0.44	\$0.38	\$6.46
Facebook	2.11	\$0.97	\$7.19
TikTok	0.88	\$1.00	\$6.06
Pinterest	0.23	\$1.50	\$3.50
YouTube	2.56	\$3.21	\$9.68
Instagram	1.48	\$3.56	\$7.91
LinkedIn	0.81	\$5.26	\$6.59
Snapchat	0.56		\$2.19

# The 'go to market' plan, how we will go to market on each channel and what's entailed.

Our 'go to market' plan shows you exactly what your social media ad campaign will consist of.

## The costs: for setup, for the actual advertising, and the management of leads.

With us, there are no hidden costs. We breakdown the costs for:

- The setup of your social media ad campaign. This includes design of posts, ad creative, or any other materials such as videos or images that we will use.
- The ads spend. This is the amount of ad money that will fuel the campaign.
- The management of the campaign. This could be for leads or analytics.



	LinkedIn	TikTok	Instagram
Plan	Design posts that show details of the HELOC process. The value in doing a HELOC, and the trust that Efinity brings.  5 posts per month.	Create Efinity Mortgage channel.  (1) ad video asset  Type of ad - media boost with link to Efinity Mortgage stand alone page.	(1) ad image asset  Type of ad - media boost with chat direction
Ad costs	None.	\$500	\$500
Duration	1 month	7 days	15 days

0

400

190

Leads estimate

# What does everything look like?

Our 'go to market' plan shows you exactly what your social media ad campaign will consist of. From creative to launch.

Cancel **Goal** ⓘ



**Select a goal**  
What results would you like from this ad?

- More profile visits  
Invite people to explore your profile.
- More website visits  
Get people to visit your website to learn more.
- More messages**  
Chat with people interested in your business.

Instagram  
@thisisspeck  
Call to action | Learn more  
[Edit](#)

< **Message goal setup**

**Messaging apps**

- Instagram @thisisspeck
- Add WhatsApp Business Get messages on WhatsApp. >

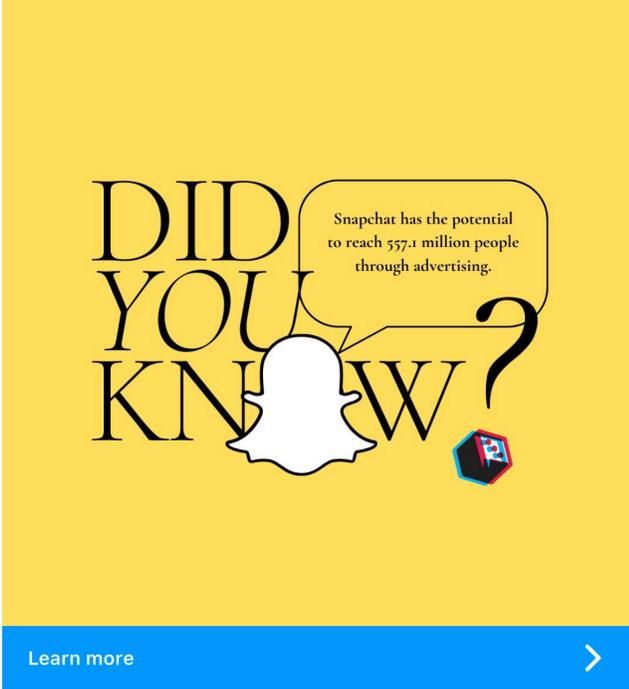
**Call to action**

- Send message
- Contact us
- Learn more**
- Book now
- Check availability
- Order now

< **Feed** ↻

Your ad will appear in home feed, Explore feed and profile feed. [Learn how to manage which profiles your ad appears on](#)

thisisspeck Sponsored ...



**Learn more** >

❤️ 💬 📌

thisisspeck This month, we say take another look at Snapchat as a place to market your business. SnapChat has been making some incredible moves. 🤖

< **Preview ad**

**Tap to preview**  
Your ad will run in these placements.

- Feed** >
- Stories** >
- Explore** >
- Reels** >

The image resolution and layout of your ad may be adjusted from what's shown in the preview. Your ad may also appear next to ads from other businesses. [Visit our Help Center to learn more](#)

# What does everything look like?

More importantly, what do results look like? Monthly results are both managed and delivered on an ongoing basis. We can schedule an in-person meeting, conference call, or just email you the analytics. Leads can be delivered to your email or setup in any CRM (customer service management) system.

**Leads Center**

Audiences | Add leads

Pipeline view | Table view | Hide filters

Add new stage | Bulk edit | Add filters

Campaign | Forms | Select dates | Status | Source | Assigned to | Labels | Clear Filters

Intake	In-Progress	Qualified	Converted
16	8	0	0

**Intake (16)**

- Wayfair (Organic)
- Einstein Bros Bag... (Organic)
- mambawalker (Paid)
- Anthony Glen Jon... (Paid)
- Anarchist Femboy (Organic)
- ♡ GIGI ♡ (Organic)
- sensualmedia (Organic)

**In-Progress (8)**

- Abdul Corbitt (Paid, Complete form)
- Kenneth King (Paid, Complete form)
- Matthew Moxam (Paid, Complete form)**
- Travis Young (Paid, Complete form)
- Persephonie Seph... (Paid, Complete form)
- Bruce Baines (Paid, Complete form)
- remi hinkson (Paid, Complete form)

**Qualified (0)**  
No Qualified leads  
Drag and drop a card here to move a lead to this stage.

**Converted (0)**  
No Converted leads  
Drag and drop a card here when a lead has been won.

**Matthew Moxam** (Lead added on 12/26/2022)

View form

+13479613550

moxammatthew05@gmail.com

Edit contact information

Labels help you describe and organize your leads.

Add a label

Search or create a label

**Lead management**

Assigned to: Unassigned | Stage: In-Progress

**Reminder**

No reminder  
 Schedule a reminder

**Notes**

Notes help you remember important details about your leads.

Write a note... 0/1000

Save

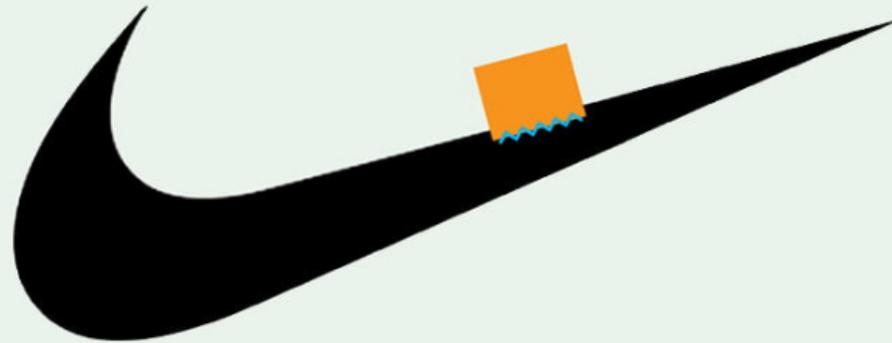
**Form answers** View form

Lead form ID 477427641171814  
Submitted on Mon Dec 26, 2022 4:47am.

# Our **clients** are big and small.

WE HAVE WORKED WITH MAJOR BRANDS,  
MIDDLE MARKET COMPANIES, SMALL  
BUSINESSES, AND INDIVIDUALS. WE DON'T  
CUT CORNERS OR TRIM SERVICES BASED ON  
SIZE. OUR CLIENTS REPRESENT A  
RELATIONSHIP BOTH IN SOCIAL MEDIA AND IN  
TRUST.

“AIR”



Off-White™ for NIKE  
"AIR JORDAN 1"  
Beaverton, Oregon USA  
c. 1985

# We have been around.

Michael J Lis started Speck 15 years ago. The goal was to use social media to help companies achieve their goals. A lot has changed with social media but our core hasn't. Our team is a family of designers, journalists, strategists and influencers that come together to help you decipher and succeed at social media.

We might be a tiny speck, but we deliver big results and our cooking doesn't suck either.

