

GOOGLE PAID ADVERTISING



Make it easy to be found by those looking for your products and services.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

As the world's leader in search engines, combined with its reach and authority, Google Ads is one of the most powerful advertising tools a business can utilize. Google Ads help drive qualified traffic, or good-fit customers, to your business at the very moment they're looking for products or services like the ones you offer.

What's included:



SEM

Strategy, keyword research, ad setup on Google Ads, pay-per-click, limited ads management and A/B testing, tracking tools, and reporting.



3 MONTH ENGAGEMENT

Ads will perform for a minimum of 3 months to collect data and make adjustments.



ADS MANAGEMENT

Ongoing keyword research and planning/ optimization, budget and conversion analysis, competitor ads review, landing page creation and optimization, campaign set up, copywriting and testing, analytics review, and reporting.



REPORTING

Detailed reporting will showcase the progress and results of your ads with recommendations to continue efforts.

Requirements.

Access to your Google Ads, Google Analytics and Google Tag Manager accounts.

What to expect.

Your campaign starts with a discovery session and an analysis of your current marketing posture. This includes providing you with:

- Expert guidance so you have a greater understanding of how Google Ads work
- Baseline of your current standing and relevance to your competition
- Report with best practices to achieve your desired outcomes

Throughout the campaign, we'll provide recommendations to optimize your marketing journey, as well as post-campaign next steps.

Have questions or want to get started? Reach out to info@ims360group.com



FACEBOOK & INSTAGRAM PAID ADVERTISING



Expand your ability to reach billions every day.

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Details.

Put the power of Facebook and Instagram—a vast global audience of more than 1.55 BILLION monthly active users—to work for you. Through a well-crafted campaign of paid social ads, you can increase brand awareness, drive traffic to your website, generate qualified leads, and deliver ROI for your business.

What's included:



ADS MANAGEMENT

For your one Facebook and Instagram ad campaign, we will setup and optimize the ad for success.



CREATIVE

Your campaign will be developed with custom copywriting to create three Facebook and Instagram banners and one landing page, all optimized for performance.



REPORTING

Detailed reporting will showcase the progress and results of your ads on a bi-weekly and monthly basis, with a final report at the end of your campaign.

Requirements.

Access to your Facebook and Instagram Business Manager account.

What to expect.

Your campaign starts with a discovery session and an analysis of your current marketing posture. This includes providing you with:

- Expert guidance so you have a greater understanding of how Facebook and Instagram Ads work
- Baseline of your current standing and relevance to your competition
- Report with best practices to achieve your desired outcomes

Throughout the campaign, we'll provide recommendations to optimize your marketing journey, as well as post-campaign next steps.

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LINKEDIN PAID ADVERTISING



Cut through the noise and connect with audiences that matter.

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Details.

Utilize LinkedIn's invaluable user data—job title, industry, company name, size, and more—to target specific accounts and reach both influencer's and decision makers interested in the products and services you offer. Our team will put you on the path to engaging with relevant customers and prospects through campaigns optimized for marketing performance.

What's included:



ADS MANAGEMENT

For your one LinkedIn ad campaign, we will setup and optimize the ad for success.



CREATIVE

Your campaign will be developed with custom copywriting to create three LinkedIn banners and one landing page, all optimized for performance.



REPORTING

Detailed reporting will showcase the progress and results of your ads on a bi-weekly and monthly basis, with a final report at the end of your campaign.

Requirements.

Admin access to your LinkedIn business page.

What to expect.

Your campaign starts with a discovery session and an analysis of your current marketing posture. This includes providing you with:

- Expert guidance so you have a greater understanding of how LinkedIn Ads work
- Baseline of your current standing and relevance to your competition
- Report with best practices to achieve your desired outcomes

Throughout the campaign, we'll provide recommendations to optimize your marketing journey, as well as post-campaign next steps.

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