



Location based marketing campaigns on Facebook and Instagram

Creative

Creative elements are required for any form of media campaign. There are also very specific rules regarding advertising on Facebook, one of them being that all ads need to have less than 20% copy on it.

Should the ad fail to comply with Facebook advertising guidelines, it will be rejected, or reach and impressions across the platforms will be compromised. Neither of these are good for the brand, or for the agency since our reputation is then brought into dispute.

We are happy to use creative assets supplied by other designers on the condition that;

1. The ad spec is based on Facebook ad specs
2. It adheres to advertising guidelines
3. It is aligned with the creative direction of The IV Bar
4. It contains no grammar or spelling errors
5. It comes with supporting copy for our use

Disclaimer: *Should you choose to provide us with artwork and copy, Woteva will not be held accountable for ad performance. The performance of the ad amongst the audience is dependent on the creative and the copy. We know how to draft this for the best response. We cannot take responsibility for poor performance on assets that we did not conceptualise and create.*

Please ensure that all creative and copy has been approved by Keri before sending it to us for use.

Design cost: R750 per hour

This will include the copywriting, the design for Facebook, Instagram, Whatsapp and Google My Business.

We will add all promotions to your GMB platform. You will need to send the image out on Whatsapp to your immediate database as well as update your status. We would even recommend that you post the promotion on your own social media profiles in order to gain maximum traction.

Should copywriting require translation to any of the 11 official languages, this will be billed at R0,60c per word.

Minimum media budget required – R1 000.00 per 10 days

Running an ad for anything less than 4-5 days isn't ideal. The longer the ad runs, the better the traction amongst the audience. If you want to see results, you need to give it a chance to run it's course.

All media budgets are put into location based ads ONLY. This means that only YOUR service areas will receive these ads. Anybody who works or lives in those areas will see this sponsored ad across Facebook's Audience Network. However, please understand that we cannot control



the digital sphere – should the ad be shared outside of your service area, there is nothing that we can do about it.

Set Up – R550 per campaign

Whether we set up a campaign with a media budget of R10 million, or a media campaign with a budget of R500, the work remains the same.

We need to set up the objectives, add the different ad sets to the campaign, include targeting on location, gender, age, interest and ensure previews work for the full audience network – make adjustments where necessary etc.

Management and reporting – 20% of media budget with a minimum of R250 per campaign

We don't just put the ad up and let it run – we have to optimize the ads daily based on performance. This requires human intervention and translation of the data. We then need to report on these ads, removing it from the overall brand activity, into isolation so that each franchise store gets insight into performance. This is done manually for the sake of accuracy.

Should you have any questions regarding this, please feel free to get in touch with me. I am happy to answer all of your questions.

Kind Regards

