TIME ESTIMATES

Paid Media & Advertising

FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER

Set up: 2 - 4 hours per campaign Maintenance: 15 - 30 minutes weekly

GOOGLE SEARCH AND DISPLAY ADS

Set up: 2 - 4 hours per campaign
Maintenance: 30 minutes - 1 hour weekly

GOOGLE SHOPPING ADS

Set up: 3 - 5 hours - includes configuring account and adding products
Maintenance: 30 minutes - 1 hour weekly

BING ADS

Set up: 2 - 4 hours per campaign
Maintenance: 30 minutes - 1 hour weekly

SET UP INCLUDES BUT IS NOT LIMITED TO:

- Keyword Research
- Organization of Ad Sets
- Pixel and Insight Tags Installation/Coordination and Conversion Creation
- Enabling All Relevant Extensions
- Ad Copy, Pulling Stock Images, and Ad Creation in Each Platform

AUDITS AND RECOMMENDATIONS ON PREVIOUS CAMPAIGNS

1 - 4 hours depending on the number of accounts being audited

This is only an estimate. Time could change based on the scope of the project. Should any task go over the estimated time you will be notified before that happens.