

FACEBOOK & INSTAGRAM ADVERTISING

Most people selling you social media have one thing: **a login.**

We build and host websites. That lets us do things for your advertising that a social media company can't – and those things are where the money usually leaks.

[START HERE](#)

We don't do social media posting. We run paid ad campaigns.

Two very different services get called "social media marketing," and it's worth knowing which one you're buying.

NOT WHAT WE DO

Posting

Captions on your page a few times a week to keep it active. It builds slowly, mostly reaches people who already follow you, and it's hard to tie to revenue. Plenty of people offer it, and we're glad to point you toward one of them.

WHAT WE DO

Paid campaigns

Your work put in front of people in your area who are in the market now. Measurable – at the end of the month you can see what came of it.

We're not interested in posting on a schedule just to check a box, and you shouldn't be paying for it. If that's what you're after, we're not the right fit and we'll tell you so.

The advantage is access, not enthusiasm

Tracking that isn't half blind

Facebook's standard tracking runs in the visitor's browser and gets blocked constantly – iPhone privacy settings, ad blockers, browsers. Industry estimates put the loss at 20–40%.

The fix reports from your website's server instead, where that blocking doesn't apply. It needs real access to your site. We already have it. Without it, Facebook targets on bad data and your reports undersell what the ads actually did.

One vendor for the whole chain

The ad, the page it points to, the form, and the tracking underneath – all in one place. Two vendors turns every small change into a three-week scheduling problem.

Real ads, not the Boost button

We run your post as a proper ad, so likes, comments, and shares collect on one post. By week six, new prospects see something with traction instead of a cold ad with nothing on it.

NON - NEGOTIABLE

You own all of it, in your name, from day one.

You set up the Facebook business account, you add us as a partner. Your business owns the ad account, the tracking data, and the audiences.

Facebook generally won't let ad accounts and pixels move between business accounts later. So when an agency sets those up under their own account and you part ways, none of it comes with you.

If we're doing our job, you stay because it's working — not because we're holding your account hostage.

CREATIVE

You can usually launch with the photos you already have

Paid advertising doesn't require a video budget. If you have good photography of your work, that's typically enough – we recrop it to vertical and edit it into moving sequences that read as video in the feed. No shoot required to get started.

WE HANDLE

Editing and formatting

Taking your existing photos and video and turning them into ad-ready content – cropping, sequencing, transitions, captions, and sizing for each placement.

YOU HANDLE

Filming and photography

We don't shoot. If you want new material, we'll give your photographer or videographer a shot list and technical specs so what comes back actually works in an ad.

PRICING

All of it, up front

SETUP	MANAGEMENT	AD SPEND – TO FACEBOOK
\$1,300 ONE TIME	\$780 PER MONTH	\$1,500 TO \$2,000 / MONTH
Ad account and tracking setup on your site, audience build, campaign structure, first full round of ad creative.	Budget management, one refreshed creative set monthly, audience adjustments, comment and message monitoring on business days, monthly report.	Goes on your card, directly to Facebook. Doesn't come to us and we don't take a cut.

If your ad budget grows, the fee moves on this schedule

MONTHLY AD SPEND	MANAGEMENT FEE
▪ Up to \$3,000	\$780 / month
\$3,001 – \$6,000	\$1,040 / month
\$6,001 – \$12,000	18% of spend
Above \$12,000	Let's talk

Below roughly \$1,000 a month, Facebook never gets enough data to work out who your buyers are. If the budget isn't there yet, we'll tell you to wait rather than take your money.

What to expect

- ☐ **Give it 90 days.** The first month is mostly Facebook learning who responds. Higher-ticket work has a long decision cycle.
- ☐ **We define "working" before we start.** Real inquiries, not clicks or likes. You tell us what a customer is worth; we'll tell you if the budget matches the goal.
- ☐ **Some leads will be junk.** We cut them down with qualifying questions and by naming a starting price in the ad. Fewer calls, better ones.
- ☐ **Month to month after the first 90 days.** No long contract.

YOUR SIDE

What we need from you

- ☐ **15 minutes** to set up your Facebook business account. We'll walk you through it.
- ☐ **Your content** – photos and video – and confirmation you're allowed to use it in advertising. Some material is licensed for your website only.
- ☐ **A past customer list**, if you have one. Facebook can use it to find more people like your existing customers.
- ☐ **A short conversation** about where your work comes from and how far you'll travel.

Next step is a call or a coffee.

We'll set up the account, talk through your market, and go from there. If paid advertising isn't the right fit for where your business is right now, we'll say so.

COMPANY

Innersite Solutions

LOCATION

Aiken, South Carolina

EMAIL

todd@innersitesolutions.com

PHONE

839-465-4643