



\$398 setup fee · Facebook & Instagram ads · Monthly performance reports included

### META ADS SERVICE PLANS

MOST POPULAR

PRO  
**\$598**

/ month · \$398 setup

\$0–\$2,500 budget 3 graphics

Campaign setup & basic targeting

- ✓ Campaign Setup
- ✓ Basic Targeting
- ✓ Initial Optimization
- ✓ Monthly Reporting
- ✓ Meta & Instagram Ads
- ✓ 3 Custom Graphic Creatives
- ✓ Campaign Build-Out
- ✓ Pixel Installation & Config.
- ✓ Conversion Tracking Setup
- ✓ Audience Targeting
- ✓ Ad Copy Creation
- ✓ Offer Recommendations
- ✓ Budget Recommendations
- ✓ Weekly Performance Reviews

PLUS  
**\$798**

/ month · \$398 setup

\$2,500–\$5,000 budget 6 graphics

Ongoing management & conversion opt.

- ✓ Everything in Pro
- ✓ Ongoing Campaign Management
- ✓ Ad Testing
- ✓ Conversion Optimization
- ✓ 6 Custom Graphic Creatives
- ✓ In-App Lead Form Creation
- ✓ Retargeting Ads
- ✓ Landing Page Recommendations
- ✓ Offer Strategy Recommendations
- ✓ Ad Copy Optimizations
- ✓ Audience Testing
- ✓ Budget Management
- ✓ Conversion Tracking Audits
- ✓ Monthly Progress Report

PLATINUM  
**\$998**

/ month · \$398 setup

\$5,000+ budget 9 graphics

Advanced strategy & ROAS optimization

- ✓ Everything in Plus
- ✓ Advanced Sales Strategy
- ✓ Campaign Scaling
- ✓ ROAS Optimization
- ✓ Priority Support
- ✓ 9 Custom Graphic Creatives
- ✓ Performance Insights
- ✓ Offer Strategy Recommendations
- ✓ Advanced Audience Testing
- ✓ Full Budget Management
- ✓ Conversion Tracking Audits
- ✓ Dedicated Account Manager
- ✓ Weekly Enhancements
- ✓ Monthly Progress Report

Book a Free Call

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# META ADS — FULL FEATURE BREAKDOWN



Feature	PRO	PLUS	PLATINUM
Budget Requirements	\$0–\$2,500	\$2,500–\$5,000	\$5,000+
Meta Ads (Facebook)	✓	✓	✓
Instagram Ads	✓	✓	✓

Feature	PRO	PLUS	PLATINUM
Custom Graphic Image Creatives	3 graphics	6 graphics	9 graphics
Campaign Build-Out	✓	✓	✓
Pixel Installation & Config.	✓	✓	✓
Conversion Tracking Setup	✓	✓	✓
Audience Targeting	✓	✓	✓
Ad Copy Creation	✓	✓	✓
Offer Recommendations	✓	✓	✓
Budget Recommendations	✓	✓	✓
In-App Lead Form Creation	✓	✓	✓
Retargeting Ads	✓	✓	✓

Feature	PRO	PLUS	PLATINUM
Weekly Performance Reviews	✓	✓	✓
Performance Insights	✓	✓	✓
Landing Page Recommendations	✓	✓	✓
Offer Strategy Recommendations	✓	✓	✓
Ad Copy Optimizations	✓	✓	✓
Audience Testing	✓	✓	✓
Ad Testing	✓	✓	✓
Budget Management	✓	✓	✓
Conversion Tracking Audits	✓	✓	✓
Campaign Scaling	—	—	✓
ROAS Optimization	—	—	✓
Dedicated Account Manager	—	—	✓
Monthly Progress Report	✓	✓	✓

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# META ADS — PRICING SUMMARY

**PRO**  
**\$598/mo**  
 \$398 setup · \$0–\$2,500 budget · 3 graphics  
**Campaign setup & basic targeting**

**MOST POPULAR**  
**PLUS**  
**\$798/mo**  
 \$398 setup · \$2,500–\$5,000 budget · 6 graphics  
**Ongoing management & conversion opt.**

**PLATINUM**  
**\$998/mo**  
 \$398 setup · \$5,000+ budget · 9 graphics  
**Advanced strategy & ROAS optimization**

## INCLUDED IN ALL PLANS

- ✓ Meta Ads (Facebook & Messenger)
- ✓ Campaign Build-Out
- ✓ Conversion Tracking Setup
- ✓ Ad Copy Creation
- ✓ In-App Lead Form Creation
- ✓ Weekly Performance Reviews
- ✓ Ad & Audience Testing
- ✓ Instagram Feed, Stories & Reels
- ✓ Pixel Installation & Configuration
- ✓ Audience Targeting
- ✓ Offer & Budget Recommendations
- ✓ Retargeting Ads
- ✓ Landing Page Recommendations
- ✓ Monthly Progress Report

### PLATINUM — ADVANCED STRATEGY & ROAS OPTIMIZATION:

9 custom graphics · Campaign scaling · ROAS optimization · Priority support · Dedicated account manager