



ADVERTISING  
BRANDING  
MARKETING

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SKYAD.COM

# Facebook Advertising and Marketing Program



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07 2024

# Digital Offerings





# Facebook Advertising

If I have a Facebook company page — Why do I need to do Facebook advertising?

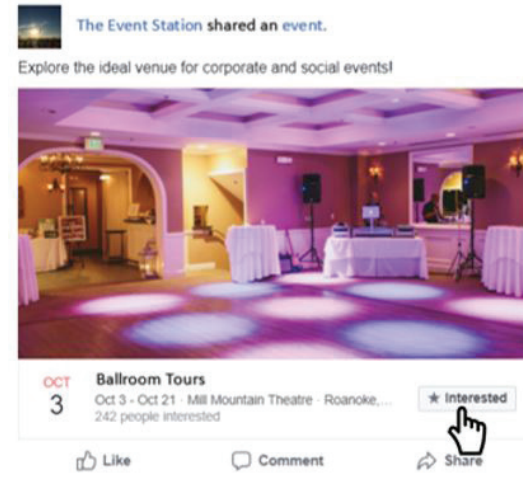


- On average only 2% of your fans will see one of your posts on their Facebook Page.
- Increasingly Facebook is saying that you should assume a day will come when the organic reach (to your page fans in their news feed) is zero.
- Facebook is the most used social platform across all major demographics.

## WE CAN PROVIDE YOU WITH

- Targeting Categories
- Ads in Facebook Audience Network
- Ads in Facebook Messenger
- Ads in Facebook + Instagram Stories
- Ads in Facebook Marketplace
- Custom Audience Ads To Your Email or Phone List
- Collection Ads, Lead Ads, Carousel Ads, Event Response Ads
- Ads in Facebook Search and Marketplace Search
- Optimizing Your Campaign For Max Efficiency
- Time Investment To Manage Your Campaign

DIGITAL BANNER PROGRAM: \$1,500/MONTH



Facebook News Feed (Desktop & Mobile)



Facebook Messenger App (Mobile)



Facebook Audience Network (Mobile)



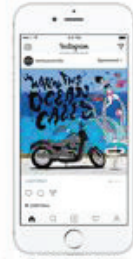
Facebook Marketplace (Desktop & Mobile)



Facebook Stories (Mobile)



Facebook Search (Desktop & Mobile)



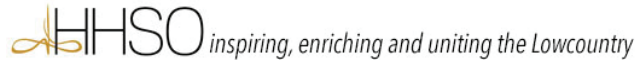
Instagram News Feed (Mobile)

# Campaign Projection

## Digital Campaign Planner

Client: Hilton Head Symphony

Date Created: 12/8/2023



**GEOGRAPHIC TARGET:**

10 mile radius of  
Hilton Head Island & Bluffton

Campaign Duration: 01/01/2024-04/01/2024	Jan-24	Feb-24	Mar-24	Total
<b>FACEBOOK/INSTAGRAM DISPLAY/VIDEO</b>				
<b>Target Audience:</b> AGE 30+   <b>Categories:</b> Frequent Travelers; Household Income: Top 5% of Zip Codes; Arts & Music; Music (entertainment & media); Orchestra (band); Concerts; Dance Halls; Performing Arts				
Retargeting				
<b>Total Potential Impressions</b>	60,000	60,000	60,000	180,000
<b>Cost Per Thousand</b>	\$25.00	\$25.00	\$25.00	\$25.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	60,000	60,000	60,000	180,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Media Available Monthly Impressions Estimate:	156,000
Percentage of Targeted Social Media inventory purchased with this campaign:	38.46%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

Schedule,  
Pricing & Reach



# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	January	February	March	Media Total	Circulation
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
TOTAL					\$ 4,500.00	180,000

Pricing Subject to Change