

Benefits of Facebook & Instagram Ads

1. Massive Reach



Access to over **2.98 billion users** on Facebook and **2 billion users** on Instagram, allowing businesses to tap into a global audience.

2. Precise Targeting



Advanced targeting options based on demographics, interests, and behaviors, helping businesses reach the most relevant audiences.

3. High Engagement



92% of social media marketers prioritize Facebook for its ability to foster user interaction through likes, comments, shares, and direct messages.

4. Cost-Effective



Flexible budgeting options make it accessible for businesses of all sizes, ensuring efficient use of ad spend.

Benefits of Google Ads

1. Search Intent



Connect with users actively searching for products or services, leading to higher conversion rates. **63% of users** have clicked on a Google ad.

2. Global Reach



Access billions of daily searches, ensuring your ads are seen by a vast audience with intent to purchase.

3. Measurable ROI



Businesses earn an average of **\$2 in revenue** for every \$1 spent on Google Ads, demonstrating its effectiveness.

4. Broad Visibility



Google Ads ensures your brand appears at the right moments, enhancing visibility and driving customer acquisition.

Advertisement Display

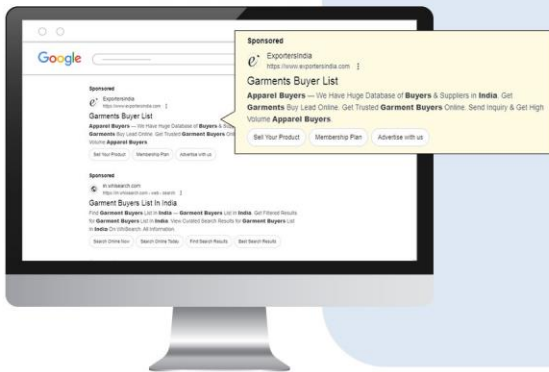
Sponsored Facebook Posts

Facebook Sponsored posts appear directly in the Facebook Newsfeed. Users see the ads as they are scrolling, and the feature as prominently as posts from close friends. It type could be Images Ads, Video Ads Or Carousel Ads.



Sponsored Google Ads

Google Ads, displays ads on search engine results pages (SERPs) when users perform a search query. Ads can appear as sponsored, at the top of the search results, above the organic listings, or at the bottom of the page.



Package Deliverables

Provided by WeblinkIndia.Net

Package: Facebook, Instagram Ads & Google Adword



With a focus on quality content and strategic ad placement, we provide a complete solution for enhancing your digital footprint and maximizing your return on investment.

Our experienced team will handle everything from creating compelling ads to managing your accounts, allowing you to focus on your core business activities.

(1) Management of Your Company's Facebook & Instagram Accounts:

- 0 Create or manage your Facebook & Instagram pages.
- 0 Up to 4 free posts weekly on your pages.
- 0 Every week, make minor changes to 2 images you provide, such as adding a header logo or footer contact details, for free postings.

(2) Management of Paid Facebook & Instagram Ads:

- 0 Create and manage Paid ads for you.
- 0 Design up to 5 banner images for paid ads within three months.
- 0 Video Creation or Editing:
 - a) Create up to 2 new video ads monthly using your product images. Refer to the samples given below for design and style.

* Sample Videos : <https://www.weblink.in/media>

OR

b) Instead of creating new videos, we can also do minor editing on your up to 2 existing videos (max 20 seconds each) monthly.

Note: Minor changes to existing videos includes like adding your logo, contact details in the footer, and background music.

- 0 Additional image creation will be charged at USD 20 per image / video.
- 0 The analytics of the paid ads will be visible under your own account.
- 0 To view sample works, <https://www.weblink.in/media/sample-facebook-instagram-by-weblink.htm>

(3) Management of Google AdWords:

- 0 We will create textual ads for Google search pages.
- 0 Analytics of the AdWords campaigns will be provided to your own Google Ads account.
- 0 Minimum Adword AD Budget Should be USD 500. Below this, No Adword Campaign will be created.
- 0 **Advertising Budget:** The budget spent on paid ads is separate from our maintenance charges and will be directly deducted from your credit cards, debit cards, or net banking. You will pay this amount directly to Google or Facebook.
- 0 To view sample works, <https://www.weblink.in/media/sample-adwords-by-weblink.htm>



Please Note:

- 1) Ensure all videos and images are copyright-free and high quality. Using copyrighted or duplicate images may result in your Facebook & Instagram page being blocked, and we will not be responsible for any such actions. Avoid using images from Google or other sources to prevent ads from being banned.
- 2) We cannot guarantee the number of leads generated through the above advertising sources; our work is limited to creating and managing the best advertisements for you on Google and Facebook & Instagram.
- 3) All Image / Video will be provided by the customer only which we will post on Facebook, Instagram and Google Adword.