



ciniva

WEB AGENCY

SOCIAL MEDIA ADVERTISING

CWA's offerings and rates for Social Media Advertising.

Revised February 7, 2017: by Kristin Nix

SOCIAL MEDIA ADVERTISING

Social Media Advertising is a valuable component of a well-rounded web presence for any business. It provides shareable content to increase brand-lift, increase conversions and results in more traffic referrals directed to your website. Moreover, Social Media Advertising is highly targeted, reaching your audience when and where they need to be reached. We recommend pairing Social Media Advertising with our Social Media Management offerings for the best possible outcome.

What You Get

The team at Ciniva Web Agency will create Social Media Advertising campaigns which will consist of:

- research for trends, timeliness, brand promotion, & competitive advantage
- compelling visual design
- integrating designated keywords that we deem beneficial to your business
- thoughtful links to appropriate areas of your website
- intelligent hashtags when appropriate
- campaigns will be highly targeted & tracked to assure you a return on your investment

Social Media Channels We Advertise With

Facebook
Instagram
Pinterest
LinkedIn
Twitter

FACEBOOK ADVERTISING

Tier 1	\$750/mo + advertising budget
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Four (4) promoted posts on Facebook. This includes optimization of Facebook page, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 2	\$2,500/mo + advertising budget
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Two (2) ads on Facebook in one of the following formats: Single Image Ad or Carousel Ad. This includes optimization of Facebook page, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 3	\$5,000/mo + advertising budget
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Four (4) ads on Facebook in one of the following formats: Single Image Ad, Carousel Ad, Video Ad, Slideshow Ad, or Canvas. This includes optimization of Facebook page, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

INSTAGRAM ADVERTISING

Tier 1	\$500/mo + advertising budget
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Four (4) promoted posts on Instagram. This includes optimization of Instagram account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 2	\$1,000/mo + advertising budget
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Two (2) ads on Instagram in one of the following formats: Single Image Ad or Carousel Ad. This includes optimization of Instagram account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 3	\$2,000/mo + advertising budget
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Four (4) ads on Instagram in one of the following formats: Single Image Ad, Carousel Ad, or Video Ad. This includes optimization of Instagram account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

TWITTER ADVERTISING

Tier 1	\$250/mo + advertising budget
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Four (4) promoted tweets on Twitter. This includes optimization of Twitter account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 2	\$750/mo + advertising budget
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Two (2) ads on Twitter. This includes optimization of Twitter account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 3	\$1,000/mo + advertising budget
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Four (4) ads on Twitter. This includes optimization of Twitter account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

PINTEREST ADVERTISING

Tier 1	\$500/mo + advertising budget
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Two (2) promoted pins (already created) or one (1) promoted pin (to be created) on Pinterest. This includes optimization of Pinterest account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 2	\$1,000/mo + advertising budget
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Four (4) promoted pins (already created) or two (2) promoted pins (to be created) on Pinterest. This includes optimization of Pinterest account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 3	\$1,500/mo + advertising budget
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Eight (8) promoted pins (already created) or four (4) promoted pins (to be created) on Pinterest. This includes optimization of Pinterest account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

LINKEDIN ADVERTISING

Tier 1	\$500/mo + advertising budget
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Two (2) pieces of sponsored content on LinkedIn. This includes optimization of LinkedIn account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 2	\$1,000/mo + advertising budget
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Two (2) text ads on LinkedIn. This includes optimization of LinkedIn account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.

Tier 3	\$1,500/mo + advertising budget
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Four (4) sponsored inmail or text ads on LinkedIn. This includes optimization of LinkedIn account, research for targeting, copywriting, and graphic design for your campaign ads. A monthly report on results will be delivered.