

Our goal for your advertising budget is to produce \$1.2 - \$2 for every dollar spent.
We only profit from the results when you do.

Pricing is based on 3 factors:

- 1) **ONE TIME Setup Fee** - prepare website for Facebook ads.
- 2) **Facebook Advertising Budget** - This is the amount you will pay Facebook to show your ads to your customers.
- 3) **Monthly Maintenance Fee** - This amount is paid for us to manage the Facebook ad account.

1) ONE TIME Setup Fee:

Setup fee starting at \$300 (Based on hourly rate \$100 per hour, plus the size of your business and the amount of setup involved.) Typically about 3-5 hours for a small business.

What's in the setup?

- Adding paypal merchant to the shopping cart.
- Setup Facebook pixel and add it to the website.
- Align the Facebook business page with the website.
- Make the shopping cart available on Facebook.
- Assess and modify landing/funnel page.

2) Facebook Advertising Budget:

Your Facebook budget is an amount you specify at the beginning of the campaign. This budget is scalable with the results of your campaign.

What budget is best for my business?

A small business budget \$1-5k per month.

A medium business budget 5-10k per month.

A large business budget 10-100k per month.

For the first few months of the campaign will we use 10-20% of the agreed on budget per month testing and perfecting the results of the ad before committing to the total monthly budget.

3) Monthly Maintenance Fee:

Our 2 fees are based on results!

1) Retainer fee - This fee is based on 10%-20% of your advertising budget or a minimum of \$300 per month.

2) We don't make a profit until you do!

10 % of revenue at profit - When your ads reach the profit goal of 125% above the cost of the ads we will begin taking our 10% and our percentage will not change.

TESTIMONIALS

"Dan at NiceGraphix has been working with ToeJoez Facebook advertising campaign for a few months now and our sales have never been better. He is very attentive to our budget but we all know it's not how much you spend, it is also "how and where" you spend it. To that end, we spent a fair amount of time trying different ads (that he made up from some simple shots we did) and once we got a really good response from the one you see on this page, we continued to increase the daily budget and sure enough the resulting sales kept pace at sometimes more than a "2 to 1" ratio. By that I mean we more than doubled the gross sales as compared to the ad budget so obviously that was what we were looking for.

But besides the Facebook ads working well for us this spring, Dan is a great person to work with. Again, he makes up the ads and is very creative and produces very professional ads seemingly out of very basic "copy". Our company is growing but does not yet have the volume of ad print and photos so working with Dan is a good fit for us. We very much recommend Nice-Graphix to any and all in need of a competitive, yet affordable advertising plan that gets results!"

STEVE ARNOLD - TOEJOEZ

"Daniel, you did a great job on designing and creating this website. Thank you so much. The feedback I've gotten from clients, new and old has been amazing. I know some have contacted you to do sites for them and I've told them how well you communicate with the client to get just the right look. If there is anything I can do for you be sure to let me know. I would be happy to sing your praises to any of your potential clients."

ROBERT ROSS - ARTIST