

DIGITAL ADVERTISING WHAT TO EXPECT



ABOUT DIGITAL ADS

DIGITAL AD CAMPAIGN

Digital ad campaigns go out to a targeted audience to help capture your ideal customer to build brand awareness. We can specify who we put this in front of by demographic, age, location, interest, etc. We can also have different objectives such as traffic (pushes people to your site), leads (capture people's information), video views and so much more! Ads will live in the news feed and stories on Facebook and Instagram, as well as on an Audience Network.

These will not show up on your business page's feed.

AD SPEND + ACCOUNT SERVICE FEES

You will be charged a monthly account service fee* **on top of** your monthly ad spend. The monthly ad spend will be charged directly on your card.

*Account service fee includes the D2 team building your campaign, optimizing campaigns on a daily basis, reporting stats, and making changes when needed.



GETTING STARTED

WHAT WE NEED FROM YOU

- Logo, images and/or video content
- Quick response to all leads produced by digital ad campaign. Treat these as sales leads!

WHAT YOU CAN EXPECT FROM US

- Ads targeted toward a specific audience with a clear call to action.
- Response to all interaction with ads



TRUST THE PROCESS

DIGITAL AD CAMPAIGNS ARE A PROCESS.

Unlike traditional social media posts, digital ads will not show up in the feed on your business page. However, these ads will appear in the feeds of the targeted audience.

Before we create your ad, we conduct research on what type of ad will perform best for your brand and target audience. We will then make recommendations for the type of ad campaigns we think will work the best.

After your ad is live, our team evaluates the ads daily and makes any adjustments necessary for the most effective ad campaign.