



PLANET REACH
MEDIA

Paid Advertising Management Programs

Drive measurable results with expert campaign management across social media and search engines. From strategy to execution, we handle everything so you can focus on growing your business.



OVERVIEW

Comprehensive Paid Advertising Solutions

Our paid advertising management service delivers end-to-end campaign excellence across the platforms that matter most to your business. We specialize in both social media advertising—including Facebook, Instagram, LinkedIn, and TikTok—and search engine marketing, primarily through Google Ads.

Every campaign we manage combines strategic thinking with hands-on execution. From initial audience research and ad creative development to daily optimization and detailed performance reporting, we're your dedicated partner in maximizing advertising ROI.



What We Handle For You



Strategy Development

We begin every partnership with deep-dive strategy sessions to understand your goals, competitive landscape, and target audience. Our approach ensures your campaigns are built on solid foundations that align with your business objectives.



Ad Creation

Our creative team develops compelling ad variations that stop the scroll and drive action. From copywriting and graphic design to video production, we create ads that resonate with your audience and reflect your brand identity.



Detailed Reporting

Transparency is paramount. Our comprehensive reports provide clear insights into campaign performance, including impressions, clicks, conversions, cost metrics, and ROI tracking so you always know where you stand.



Audience Targeting

Precision targeting is the cornerstone of successful paid advertising. We develop sophisticated audience segments using demographic data, behavioral insights, custom audiences, and retargeting strategies to reach the right people at the right time.



Ongoing Optimization

Great campaigns require constant refinement. We continuously monitor performance, conduct A/B testing, adjust bidding strategies, and reallocate budgets to ensure every dollar works harder for your business.



ROI Tracking

We obsess over return on investment. Through advanced attribution modeling and conversion tracking, we measure exactly how your advertising spend translates into leads, traffic, and sales for your business.

Platform Expertise That Delivers

Social Media Advertising

- Facebook & Instagram Ads
- LinkedIn Campaign Manager
- TikTok Advertising
- Cross-platform strategy integration

Search Engine Marketing

- Google Ads (Search, Display, Shopping)
- Keyword research and optimization
- Landing page alignment
- Conversion rate optimization

Whether you're looking to build brand awareness on social platforms or capture high-intent searches on Google, we have the expertise to make your campaigns succeed. Our multi-platform approach ensures consistent messaging while optimizing for each channel's unique strengths.






Growth

Scale

 PRICING

Flexible Plans for Every Business Stage

Our pricing structure is designed to scale with your business. Management fees are separate from your actual ad spend, which you pay directly to the platforms. Choose the plan that matches your current advertising budget and growth objectives—we're here to support you at every stage.

 **Important Note:** Management fees cover our expertise, time, and optimization services. Your advertising budget (ad spend) is paid separately and directly to platforms like Google, Facebook, or LinkedIn. This ensures complete transparency and control over your advertising investment.

Starter Plan

\$750/MONTH

BEST FOR BEGINNERS

Ideal For

Small businesses or entrepreneurs just beginning their paid advertising journey with monthly ad spend up to \$2,000–\$3,000.



What's Included

- **Strategy Development:** Initial consultation to define goals, target audience basics, and platform selection (1–2 platforms like Google Ads or Facebook/Instagram)
- **Keyword Research:** Basic analysis using Google Keyword Planner to identify 10–20 high-intent keywords
- **Audience Targeting:** Standard demographic and interest-based targeting with basic lookalike audiences from your customer data
- **Ad Creation:** Design and setup of 2–4 ad variations per campaign using stock imagery or your provided assets
- **Campaign Management:** Launch of 1–2 campaigns with budget allocation and foundational bidding strategies
- **Weekly Optimization:** Regular monitoring and adjustments to bids, keywords, and targeting with basic A/B testing
- **Monthly Reporting:** Performance reports covering impressions, clicks, conversions, CTR, CPC/CPM, and ROI with dashboard access
- **Email Support:** 48-hour response time for all inquiries

Growth Plan

\$1,500–\$2,500/MONTH

MOST POPULAR

The Growth Plan is designed for expanding businesses ready to scale their advertising efforts with monthly ad spend between \$3,000–\$10,000. Pricing is calculated as 15% of ad spend or the base rate, whichever is higher, ensuring flexibility as your campaigns grow.



Advanced Strategy

In-depth sessions with competitor analysis and multi-platform integration across 3–4 platforms (social + search)



Comprehensive Research

50+ keywords identified using premium tools, including long-tail variations, seasonal trends, and negative keyword lists



Sophisticated Targeting

Custom audiences, lookalikes, retargeting pixels, behavioral targeting, and CRM data integration for personalized ads



Professional Creatives

5–10 ad variations with custom graphics, short videos, dynamic ads, and professional copywriting with A/B testing

Optimization & Management

- 3–5 active campaigns with advanced bidding strategies
- Bi-weekly deep dives with multivariate testing
- Continuous keyword expansion and budget reallocation
- Landing page optimization recommendations

Reporting & Support

- Bi-weekly detailed reports with custom dashboards
- Advanced metrics: lifetime value, attribution modeling, funnel analysis
- Dedicated account manager with bi-weekly strategy calls
- Priority support within 24 hours

Enterprise Plan

STARTING AT \$3,500/MONTH

CUSTOM PRICING

Our Enterprise Plan is built for established businesses and larger operations managing monthly ad spend over \$10,000. With custom pricing starting at \$3,500+ per month (or 10–15% of ad spend), this comprehensive package delivers white-glove service and enterprise-grade capabilities.

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Custom Strategy Blueprint

Full market research, SWOT analysis, omnichannel planning across 5+ platforms with integration into email, SEO, and other marketing channels

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Exhaustive Research

100+ keywords with predictive modeling, competitor gap analysis, and international/multilingual support using premium tools

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AI-Driven Targeting

Hyper-personalized audiences with advanced retargeting sequences, big data integration, and cross-device tracking capabilities

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Unlimited Creative

Professional team producing high-quality videos, interactive ads, UGC integration, and seasonal campaign themes with full testing suites

Enterprise-Grade Capabilities

Campaign Excellence	Advanced Analytics	Premium Support
<ul style="list-style-type: none">6+ campaigns with sophisticated automationMachine learning algorithmsAPI integrations for real-time adjustmentsDaily monitoring and optimization	<ul style="list-style-type: none">Weekly in-depth reports with executive summariesReal-time dashboards with custom KPIsPredictive forecasting and multi-touch attributionThird-party performance audits	<ul style="list-style-type: none">Senior account manager with weekly calls24/7 emergency support availabilityOn-site consultations when neededIntegration with Salesforce and enterprise tools

Compare Plans Side by Side

Feature	Starter	Growth	Enterprise
Monthly Fee	\$750	\$1,500–\$2,500	\$3,500+ (Custom)
Ideal Ad Spend	Up to \$3,000	\$3,000–\$10,000	\$10,000+
Platforms Managed	1–2	3–4	5+
Active Campaigns	1–2	3–5	6+
Ad Variations	2–4	5–10	Unlimited
Keywords Researched	10–20	50+	100+
Optimization Frequency	Weekly	Bi-weekly	Daily
Reporting Schedule	Monthly	Bi-weekly	Weekly
Account Manager	Email only	Dedicated + calls	Senior + 24/7
Support Response	24 hours	12 hours	Immediate

All plans include basic compliance checks, performance tracking, and access to platform dashboards. Management fees do not include your advertising budget, which is paid directly to platforms.

Ready to Accelerate Your Growth?

Whether you're just starting your paid advertising journey or looking to scale existing campaigns to new heights, we have a plan designed specifically for your business stage and budget. Our flexible pricing and comprehensive service offerings ensure you get expert management without overpaying for features you don't need.

Every business is unique, and sometimes the perfect solution requires customization. We're happy to tailor a package that aligns precisely with your ad budget, target platforms, and growth objectives.

Let's discuss your advertising goals and find the right fit.

Get Started Today

Contact us to discuss your specific needs and receive a customized proposal designed for your business.

No Long-Term Contracts

We believe in earning your business every month through results, not binding agreements.

Free Strategy Session

Schedule a complimentary consultation to explore how paid advertising can transform your business.



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Get In Touch

We're excited to connect with you! Whether you have questions, need a custom quote, or are ready to transform your social media presence, our team is here to help. Reach out through any of the methods below, and let's start building something amazing together.



Email Us

liam.missick@planetreachmedia.com



Call Us

[+1 \(649\) 242-0251](tel:+1(649)242-0251)



Visit Our Website

www.planetreachmedia.com