



MOGULADS.CO

- ADVERTISING PLAN -



DIRECT IMPACT OF ADVERTISING / MARKETING



From Jan - October managed over 11 million in spend for the brand



Drove over 32 million in revenue (According to last click Google analytics metrics)



Fully Managed 3 channels - Criteo, Facebook & Google

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FULL YEAR
ACTUAL SPEND.	CRITEO CORP.	349	500	457	300	310	300	304	301	287	301			3,410
	FACEBOOK.	690	1,150	1,075	466	508	102	173	372	475	741			5,752
	GOOGLE INC..	43	180	372	334	200	95	86	215	305	505			2,335
	TOTAL SPEND	1,082	1,829	1,905	1,100	1,019	497	563	888	1,067	1,547	-	-	11,497
REVENUE	CRITEO CORP.	661	905	1,011	923	1,142	1,350	1,164	426	459	556			8,595
	FACEBOOK.	886	1,457	1,630	759	913	95	160	759	1,005	1,803			9,467
	GOOGLE INC..	913	1,160	1,741	1,266	485	584	794	2,663	4,000	939			14,545
	TOTAL SPEND	2,460	3,521	4,382	2,948	2,541	2,028	2,117	3,848	5,464	3,298	-	-	32,607

Company Case Study # 2

DIRECT IMPACT OF ADVERTISING / MARKETING



Began working with the company in August of 2020



Completely replaced ad agency at the end of October 2020



Managed services included Facebook, Snapchat, Google, Pinterest, Tiktok & SMS



Advertising Budget ~150k per month



From December 2020 - April 2021 Gross sales steadily increased

MY SERVICES DIRECTLY ASSISTED THE GROSS REVENUE INCREASE BY OVER 118% FROM AUGUST TO APRIL



Company Case Study # 3

DIRECT IMPACT OF ADVERTISING / MARKETING



Began working with the company in October of 2020



Managed services only included Facebook Advertising



November 2020 they achieved their highest revenue total after launching the company in June 2020



Budget ~15k per month

MY SERVICES DIRECTLY ASSISTED THE GROSS REVENUE INCREASE BY OVER 250% FROM OCTOBER 2020 TO APRIL 2021

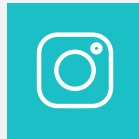


OVER 30 MILLION + SPENT ON ADS ACROSS E-COMMERCE AND APP PLATFORMS



Facebook

Over 20 million
spent on Ads



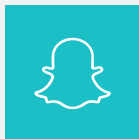
Instagram

Over 20 million
spent on Ads



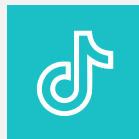
Google Search

Shopping, YouTube - Over 10
million spent on ads



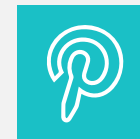
Snapchat

Over 2 Million
spent on ads



Tik Tok

Over 500k spent
on ads



Pinterest

Over 200k spent
on ads

ESTIMATED ADVERTISING BUDGET (MONTHLY) - BRONZE PACKAGE

Total Cost: \$30,000 includes:



\$25,000 ad budget for 1 platform (Facebook)

- \$15,000 for prospecting, \$7,500 for retargeting, \$2,500 on retention/past customers



3 graphic ads created that can be used for organic posts (Graphic artist)



Caption for ads that educates and motivates customers to purchase



Bi-Weekly updates and meetings discussing upcoming promos, ads and overall progress on the account

SERVICE FEE: \$5,000 PER MONTH FOR TOTAL AD MANAGEMENT, AD CREATION, COPYWRITING, MEETINGS AND UPDATES.

BRONZE PACKAGE

SILVER PACKAGE

GOLD PACKAGE

DIAMOND PACKAGE

ENTERPRISE PACKAGE

ESTIMATED ADVERTISING BUDGET (MONTHLY) - SILVER PACKAGE

Total Cost: \$60,000 includes:



\$50,000 ad budget for 2 platforms (Facebook & Google or Snapchat)

- \$40k for Facebook, \$10k for Google/Snapchat



3-5 graphic ads created that can be used for organic posts (Graphic artist)



Captions for ads that educates and motivates customers to purchase



Bi-Weekly updates and meetings discussing upcoming promos, ads and overall progress on the account

SERVICE FEE: \$10,000 PER MONTH FOR TOTAL AD MANAGEMENT, AD CREATION, COPYWRITING, MEETINGS AND UPDATES.

BRONZE PACKAGE

SILVER PACKAGE

GOLD PACKAGE

DIAMOND PACKAGE

ENTERPRISE PACKAGE

ESTIMATED ADVERTISING BUDGET (MONTHLY) - GOLD PACKAGE

Total Cost: \$90,000 includes:



\$75,000 ad budget for 3 platforms (Facebook, Google, Snapchat)
• \$50k budget for Facebook, \$20k for Google, \$5k for Snapchat



5 graphic ads created that can be used for organic posts (Graphic artist)



Captions for ads that educates and motivates customers to purchase



Bi-Weekly updates and meetings discussing upcoming promos, ads and overall progress on the account

SERVICE FEE: \$15,000 PER MONTH FOR TOTAL AD MANAGEMENT, AD CREATION, COPYWRITING, MEETINGS AND UPDATES.

BRONZE PACKAGE

SILVER PACKAGE

GOLD PACKAGE

DIAMOND PACKAGE

ENTERPRISE PACKAGE

ESTIMATED ADVERTISING BUDGET (MONTHLY) - DIAMOND PACKAGE

Total Cost: \$120,000 includes:



\$100,000 ad budget for 4-5 platforms (Facebook, Google, Snapchat, Criteo)

- \$60k budget for Facebook, \$25k for Google, \$10k snapchat, \$5k for Criteo



7-10 graphic ads created that can be used for organic posts (Graphic artist)



Captions for ads that educates and motivates customers to purchase



Weekly meetings discussing upcoming promos, ads and overall progress on the account

SERVICE FEE: \$20,000 PER MONTH FOR TOTAL AD MANAGEMENT, AD CREATION, COPYWRITING, MEETINGS AND UPDATES.

BRONZE PACKAGE

SILVER PACKAGE

GOLD PACKAGE

DIAMOND PACKAGE

ENTERPRISE PACKAGE

ESTIMATED ADVERTISING BUDGET (MONTHLY) - ENTERPRISE PACKAGE

\$200k+ ad budget



3-5 platforms (Facebook, Google, Snapchat, Pinterest, Spotify, Hulu/OTT ads)



10+ graphic ads created that can be used for organic posts (Graphic artist)



Captions for ads that educates and motivates customers to purchase



Weekly updates and meetings discussing upcoming promos, ads and overall progress on the account

SERVICE FEE: 18% OF TOTAL AD SPEND FOR AD MANAGEMENT, AD CREATION, COPYWRITING, MEETINGS AND UPDATES.

BRONZE PACKAGE

SILVER PACKAGE

GOLD PACKAGE

DIAMOND PACKAGE

ENTERPRISE PACKAGE

PACKAGE TERMS / CONDITIONS

01.

Ad budget is paid and managed through company account

02.

Plans include 3 month commitment - 30 day written notice before termination of services

03.

Pay for 3 months in advance and receive 10% discount on service fee

04.

Bi-weekly or weekly calls are scheduled at least 1 week in advance



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- THANK YOU ! -