



Digibrain Agency

GOOGLE & META ADS

It is time to sell to those that are looking for your business!

Online Advertising



www.digibrain.gr



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Why do businesses that run ads not achieve their goals?

Many accounts have a wrong set up and we will explain to you why

Wrong set up

Their setup for the advertising platform is wrong. It makes no sense and has no use, to simply open a business account and then just run ads on it. You also need the correct coding implementation as well as other facilitations. Without those, there can be no leads or sales.

Wrong budget moves

Many people have a fluctuating budget, which means reduced return on investment as well as focusing on the wrong target audience. If there are major fluctuations in ad spending, then it is just a cost increase which will not reflect on leads and sales.

Incorrect Original Content

If you want to make a purchase, dont you want the company that you are buying from to “win you over”? Usually ad content, text and media are bland or in the other side of the spectrum, too emotional. Also, just saying that you have the best product will not win over anyone, and let’s not even talk about using stock images.

What do we do to help you succeed?



We set up in such a way that notes results correctly

We create ad campaigns that fit your brand

We run all your ad campaigns

We improve and tweak any ad campaigns that "tire" the targeted audiences

We strive to constantly improve results

We send you all the monthly reports

Everything a professional should do!

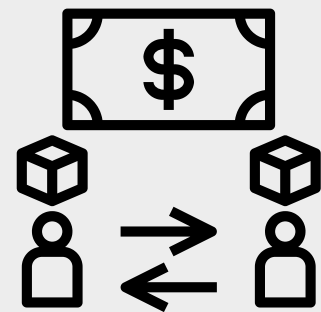
What exactly does using ad campaigns do for you?

When should you use this service?



To help consumers remember you

You will have a stable sales channel, which will bring you profit and brand awareness.



To make them buy from you

They don't have to come looking for you. All it takes is for them to need a service or product. Then you will naturally appear.



To gain more recognition from your clientele

Those who had trouble finding a product or a service will come to you and that will render you as an expert in that field of business.

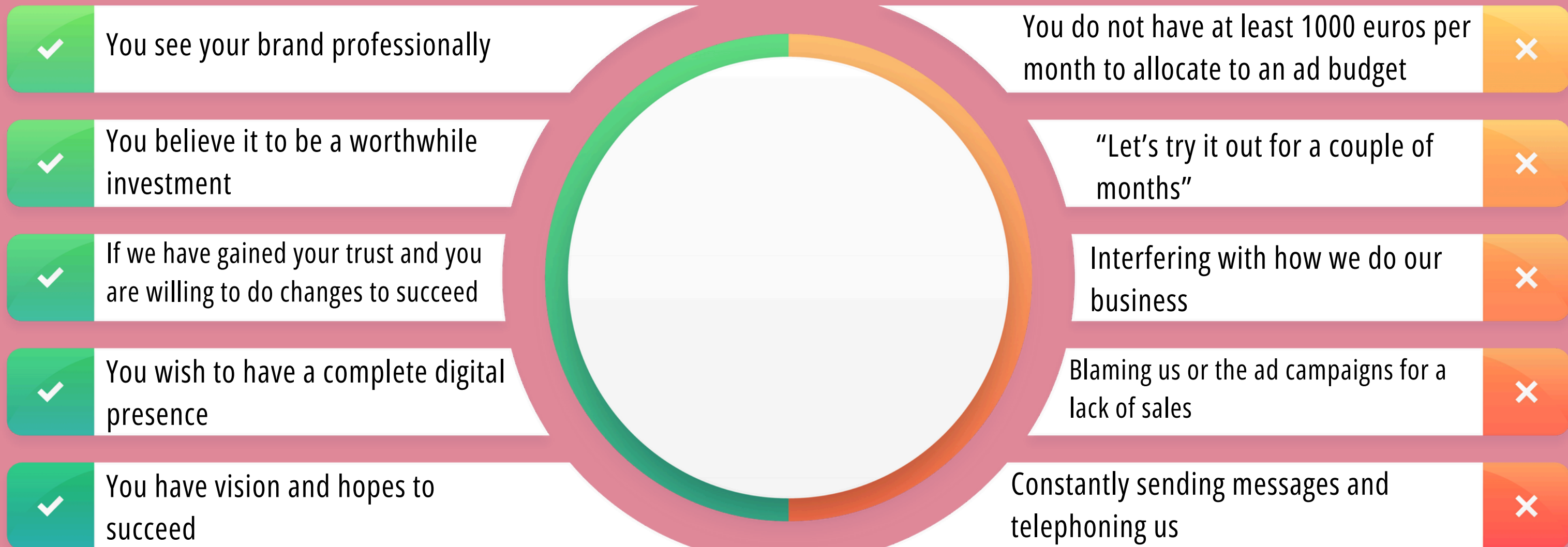
What exactly are you paying for?



Daily supervision, Ad campaign changes and performance evaluation by our performance marketer!

Who does this service apply to?

If there is a single X ticked, then this service is NOT for you!



Steps to begin our partnership

Three simple steps that do not require a lot of time



Payment

Prepayment of setting up and for the first month of cooperation



Meeting

General discussions about your brand, your goals, thematics, targeted audiences, and everything else deemed necessary.



Set up

Connecting online with our performance marketer, to complete setting up your account

What kind of budget should you invest?

Do not forget that an ad budget is a corporate expense!

Minimum ad spend for an ad budget should be at least 700€/month for each media/platform

This money will get you the minimum focus available. How did we arrive at this number? Through analysis of existing customers and ad campaigns. Our experiences with the algorithms and the patterns used make us feel obliged to disclose to you this information. Despite that, if you can afford less than 700 euros per month, we can still run ad campaigns for your company, it will just take more time to reach the expected results.



Monthly packages

KICKSTARTER

- ✓ Running your ad campaigns
- ✓ 1 meeting per month

+10% AD SPEND
150€

RECOMMENDED

GROWTH HACKER

- ✓ Running your ad campaigns
- ✓ Creating your advertisements (texts and graphics)
- ✓ 1 meeting per month

+10% AD SPEND
300€

GAME CHANGER

- ✓ Everything from the second package
- ✓ Weekly reports and meetings as well as usage of advanced statistics

+5% AD SPEND
800€

Other services

| SERVICES | FEE |
|----------------------------------|-----------|
| Ad campaign texts | 35€/text |
| Graphics | 45€/text |
| Support | 45€/hour |
| One on One Consulting with Maria | 100€/hour |

Meta Campaigns

We have a plethora of choices to reach all our goals

Brand Awareness/reach

Your campaign will appear on many and multiple screens

Video view

Increasing video viewership

Catalogue sales

Product sales

Traffic

Increasing site traffic

Engagement

Follows for your page as well as likes/comments in your posts

Conversions

Increasing all site actions

Forms

Completing a form with the information that you require

Calls & messages

To be called or sent a message from anyone you want

Store traffic

To promote a store location

Google Campaigns

We have a plethora of choices to reach all our goals

Display

Display oriented, brand awareness increasing campaign

Video

Increasing viewership in your selected video content

App

App promotion for download and engagement

Shopping

Based on the product's price and image

Smart

Automated advertising for search-and-display

Discovery

Automated advertising for feed view

Search

Using correct keywords in/for searches

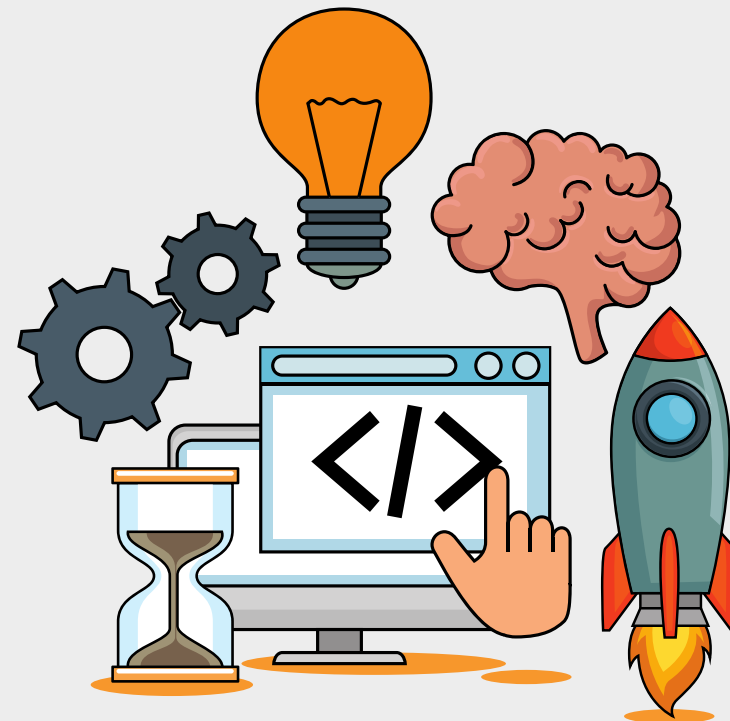
1 time set up fee of only 200€!

What is the main reason of setting up?

- ✓ Reducing the risk of your site going down e.g. due to hacking
- ✓ Complete and unique access to your account to manage as you see fit

What do you need to set up?

- ✓ Creating a Business Account
- ✓ Access codes to your website as well as all other relevant platforms (google, facebook, X, etc)



Additional actions for your website

- ✓ Events creation 70€ (Facebook)
- ✓ Connecting your code with your website 80€
- ✓ Google shop products 300€

Why bother?

- ✓ To data mine correctly
- ✓ To understand user action ID

Payment terms

Payment has to be done in advance due to the nature of the services



Bank transfer



Cash(where applicable)

P.S. All services and products may be subject to 24% V.A.T.

Payment terms and conditions

Every service may be subject to 24% V.A.T.

- 100% prepayment before any actions are taken, with a 30-day duration of hold. Non payment within 30 days absolves Digibrain of all responsibilities.
- In case of non payment, Digibrain is absolved of all responsibilities, and it is the customer's duty to remove access to all media/sites, without ceding responsibility for any security or performance issues.
- Digibrain reserves the right to modify advertising images with CTR < 1% (last 14 days), ad texts with CLV > 1€ (last 14 days) and charge extra for modifying texts or images other than the aforementioned. (see page 11).
- Digibrain cannot guarantee results that would please the customer.
- Customers cannot request a refund for money that has been approved or they had a change of heart over.
- Customers accept responsibility for securing their bank accounts as well as taking any risks associated with using any platforms.
- It is the customer's responsibility to be punctual with the payments of the ad campaigns, and any interruptions or consequences thereof. Digibrain bears no responsibility for any ad interruptions.
- Customers recognize that blocking, banning, restricting of content, as well as payment problems and other associated issues might occur with the usage of any platform. In such cases, Digibrain bears no responsibility, and solving such problems where possible may be charged extra.
- In case of an invoice non payment, Digibrain reserves the right to modify, use, or delete any and all ads, strategies, campaigns, related to the non paying party, as well as banning the non paying party from accessing and using all content.

Start your journey today with Digibrain

and start selling!



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