

# Ads as-a-Service



Reach your audience strategically through digital ads instead of waiting to be found organically.

CONTACT US FOR PRICING  
INFO@IMS360GROUP.COM

## Why Invest.

Paid advertising has become a viable avenue across industries to increase website traffic, accelerate conversions, and obtain higher quality leads. Whether it be search or social, paid ads help you rise above the noise to deliver some big returns in terms of new customers, wider brand awareness, and a digital presence that speaks for your brand.

## What's Included.

Includes:	Google	LinkedIn	FB + IG	Package
3 Month Engagement	✓	✓	✓	Standard
Custom Images/Messaging	✓	✓	✓	Standard
Campaign/Ads Management		✓	✓	Standard
Reporting	✓	✓	✓	Standard
SEM	✓			Standard
Landing Page	✓	✓	✓	Enhanced

Get the details on our Standard and Enhanced Packages for:

Google

LinkedIn

Facebook/Instagram

Need supporting assets to optimize the effectiveness of your campaign?

[Explore our line card for add-ons >](#)



[Learn about our process >](#)

Have questions or want to get started? [info@ims360group.com](mailto:info@ims360group.com)



# Google Advertising



*Make it easy to be found by those in search of your products and services.*

**Recommended minimum ad spend:  
\$1,000/month for 3 months.**

## The Benefits.

While organic search and keyword optimizations are cost-effective and help to establish a brand presence, they only get you so far when you're up against ever-changing algorithms. Google Ads help drive qualified traffic, or good-fit customers, to your business at the very moment they're looking for products or services like the ones you offer.

## Why Invest.

As the world's leader in search engines, combined with its reach and authority, Google is one of the most powerful advertising tools a business can utilize. Google Ads will elevate your digital efforts by highlighting your brand while delivering ROI for your business.

## What's Included.

### Standard Package

Campaign will run for a minimum of 3 months with bi-weekly reporting.

 <b>Ads Setup</b> Campaign strategy, keyword research, competitor analysis, ad creation and scheduling, A/B testing, tracking tools, and reporting.	 <b>Ads Management</b> Ongoing keyword research and optimizations, budget analysis, landing page optimizations, analytics review, and reporting.	 <b>Reporting</b> Detailed bi-weekly and monthly reporting to showcase the progress and results of your ads with recommendations included.
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*Requirements: Access to your Google Ad Manager, Google Analytics, Google Tag Manager accounts, and YouTube (if applicable).*



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# LinkedIn Ads



Reach professional audiences where they are.

Recommended minimum ad spend:  
**\$1,000/month for 3 months.**

## The Benefits.

Though organic social media strategies are cost-effective and help to establish a thought leadership presence, they only get you so far with your existing followers. Paid ads help you expand your reach and target audiences outside of your network.

## Why Invest.

LinkedIn's invaluable user database—job title, industry, company name, size, and more—helps businesses strategically target specific accounts in reaching both influencers and decision makers.

## What's Included.

### Standard Package

Campaign will run for a minimum of 3 months with bi-weekly reporting.



#### Ad Creation

Three banner ads designed with custom messaging and imagery that leads with your brand and connects with your target audience.



#### Campaign Management

From setting up your ads to reviewing performance, we'll optimize your campaign and content throughout the 3 months.



#### Reporting

Detailed bi-weekly and monthly reporting to showcase the progress and results of your ads with recommendations included.

### Enhanced Package

Campaign will run for a minimum of 3 months with bi-weekly reporting.

#### Includes the Standard Package



#### A Landing Page

Drive traffic back to a dedicated page hosted on your website, complete with resources to support your campaign.

Need supporting assets to optimize the effectiveness of your campaign?

[Explore our line card for add-ons >](#)

1

Discover

2

Gather

3

Craft

4

Connect

5

Design + Develop

6

Refine

7

Deliver

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# Facebook/Instagram Ads



Connect with your audience on the two most high-traffic social media platforms.

Recommended minimum ad spend:  
**\$1,000/month for 3 months.**

## The Benefits.

Though organic social media strategies are cost-effective and help to establish a thought leadership presence, they only get you so far with your existing followers. Paid ads help you expand your reach and targets audiences outside of your network.

## Why Invest.

Facebook and Instagram have nearly 2 billion active users globally. It's safe to say no matter who your audience is, they have a presence on either of these platforms. Here are a few additional factors that make the investment worth it:

- 84% of B2B marketers use it to drive traffic to content
- Key driver for e-commerce digital marketing success
- Excellent for enhancing brand awareness
- Highly competitive pricing model

## What's Included.

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