



The Retreat Marketer

# Digital Advertising Services

## MODULE A

### The Clarity

*A deep, honest look at what's working, what's draining the budget, and where the real opportunity lives. A clear and actionable audit for clients with lean historical set-up or a singular channel.*

#### WHAT'S INCLUDED

- Full audit of existing Google and/or Meta ad accounts
- Review of campaign structure, targeting & bidding strategy
- Landing page & conversion path review
- Pixel/tracking integrity check
- Written findings report with prioritised recommendations
- 30-min debrief call with your team

**Cost: \$250 one-time**

## MODULE A+

### The Clarity

*For clients with robust ads history or multiple channels (Meta + Google).*

#### WHAT'S INCLUDED

- Full audit of existing Google and Meta ad accounts
- Review of campaign structure, targeting & bidding strategy
- Landing page & conversion path review
- Pixel/tracking integrity check
- Written findings report with prioritised recommendations
- 30-min debrief call with your team

**Cost: \$375 one-time**

## MODULE B

### The Foundation Setup

*Building your ad ecosystem from the ground up with the architecture for growth.*

#### WHAT'S INCLUDED

- Google Ads or Meta Ads account setup (one platform)
- Pixel, conversion tracking & GA4 configuration

- Audience research
- Creative strategy including messaging matrix, asset lists, hooks
- Recommended campaign setup
- Handover doc + 45-min walkthrough call

**Cost: \$1,200 one-time**

#### MODULE B+

## Dual-Platform Setup

*The full picture — Google intent meets Meta discovery. Ideal for clients ready to show up everywhere their guests already are.*

#### WHAT'S INCLUDED

- Everything in Module B, across both Google & Meta
- Cross-platform audience syncing & retargeting setup
- Unified UTM tracking framework
- Platform-specific creative guidance for each channel
- 60-min strategy + handover call with handover doc

**Cost: \$1,800 one-time**

#### MODULE B(+) ADD-ON

## One-Time Campaign Management

*A one-off specific campaign management (requires implementation of Module B/B+). Highly dependent on the nature and length of the campaign.*

#### WHAT'S INCLUDED

- Assuming a 6-week campaign
- One campaign implementation based on Module B audience, strategy & research
- Campaign setup
- Launch optimisation phase with micro-testing
- Scaling phase with weekly monitoring and optimisation
- Launch phase report
- Full campaign report + handover call with summary doc

**Cost: \$350 one-time**

#### MODULE C

## Monthly Campaign Management

*Ongoing stewardship of your advertising efforts — refining and nurturing performance month by month.*

#### WHAT'S INCLUDED

- Ongoing campaign management (one platform)
- Weekly bid & budget optimisation
- Ad copy refresh (up to 2× per month)
- Monthly performance report + insights summary

**Cost: \$300 / month**

#### MODULE C+

## Monthly Campaign Management

*Active guardianship of your campaigns: running structured A/B tests, sharpening what works, and compounding growth month by month.*

#### WHAT'S INCLUDED

- Ongoing campaign management (one platform)
- Weekly bid & budget optimisation
- Ad copy refresh (up to 2× per month)
- Audience refinement & negative keyword hygiene
- A/B test setup & monitoring
- Monthly performance report + insights summary
- Monthly 30-min walkthrough call

**Cost: \$600 / month**

#### MODULE C++

## Monthly Campaign Management Growth Tier

*For clients scaling up with higher ad spend, more campaigns, and a more active creative testing rhythm.*

#### WHAT'S INCLUDED

- Everything in Module C+
- Dual-platform management (Google + Meta)
- Up to 6 active campaigns managed
- Monthly creative refresh (new ad visuals briefed)
- Funnel analysis & landing page recommendations
- Bi-weekly strategy calls

**Cost: \$1,150 / month**

**\*Commit to 3 months of management and receive \$150 off your setup package. Discounts available for current clients, when bundled with additional services\***

*All packages exclude actual ad spend. All work carried out by a dedicated digital ads expert.*

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**REQUEST A CUSTOM PROPOSAL OR DISCOVERY CALL**

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