



COLLOCO
MARKETING



A.I. ASSISTED FACEBOOK ADS CAMPAIGNS

A sophisticated, state-of-the-art artificial intelligence system that does all the testing, retargeting and optimisation.

www.colloco.marketing

Overview

IN-HOUSE CAMPAIGN MANAGEMENT & ANALYTICS

Using Facebook Ads, you can view the statistics correlated with client campaigns. This provides you with a clear picture of how the campaign affects traffic, purchase behaviour and revenue.

AUTOMATED AUDIENCE TARGETING

Once you define the ideal audience in terms of age, gender, location and interests, we build on the demographic and your existing "likes" on social media to create Lookalike Audiences. We constantly check engagement and optimise audiences and ads accordingly while the campaign is running.

30 DAY ADVERTISING CYCLE

The tool is designed to spend a monthly budget over a 30 day period that begins and ends when the ad is launched. Admins can change budget and content at any time - no ongoing management required.



Facebook Ads by Wix

01

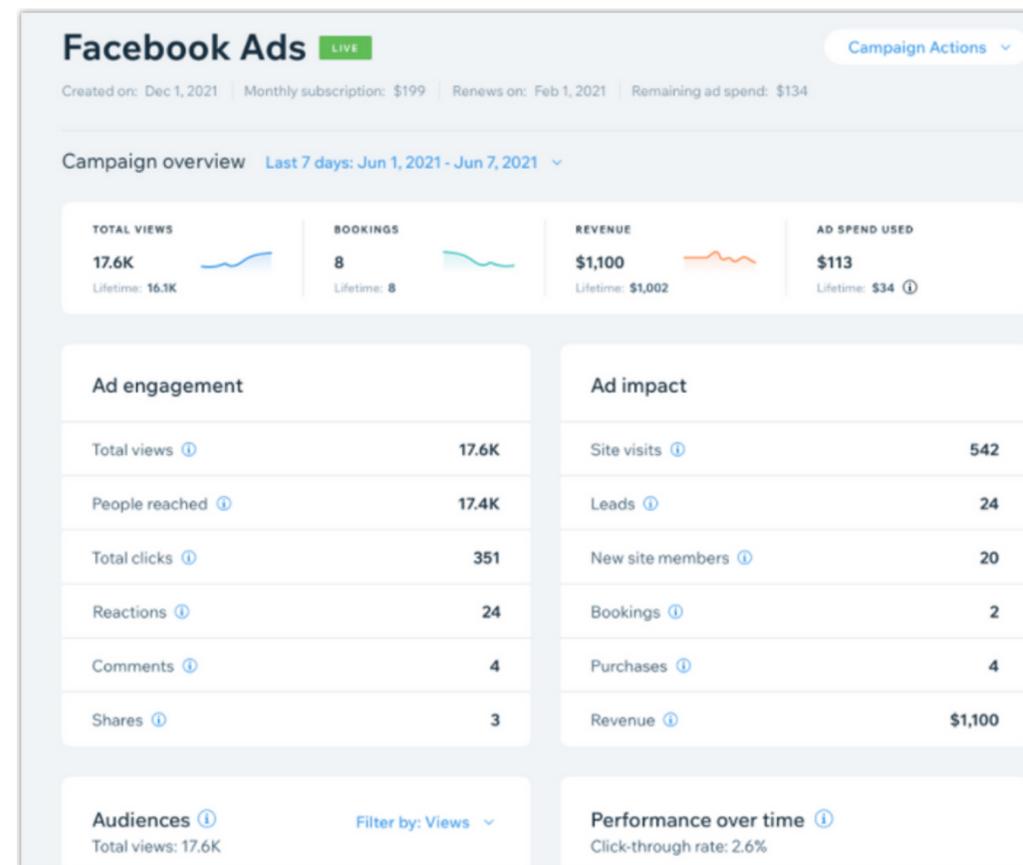
Wix offers an in house Facebook and Instagram Ads campaign manager that increases traffic and boosts sales.

02

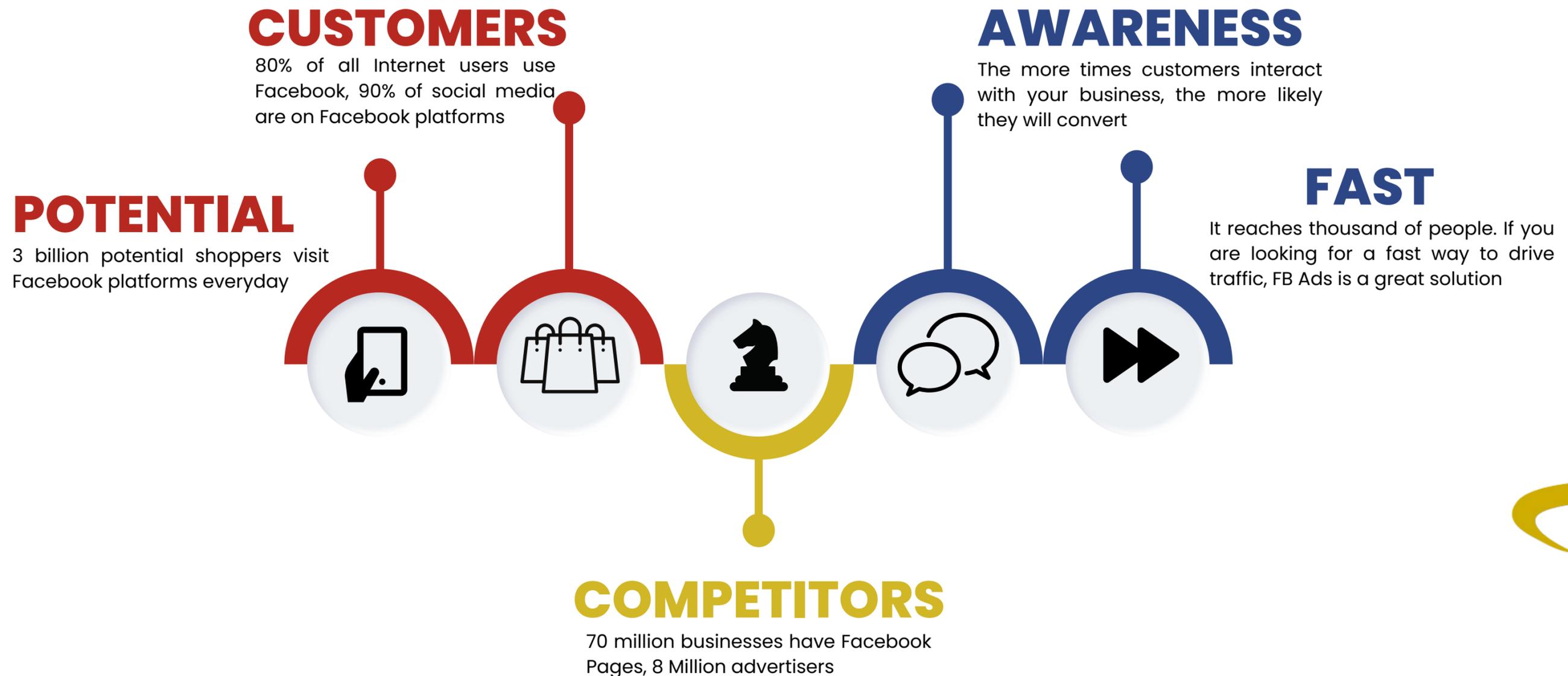
Wix has a **sophisticated, state-of-the-art** artificial intelligence system that does all the testing, retargeting and optimisation.

03

While Facebook runs the campaign, Wix continually receives results and optimises in easy steps at a high level flow.



Why advertise on Facebook?



Traditional Way

MONITORING

In general it's best to test an ad at least 3-4 days before making a decision on how the ad is doing.

ANALYSIS

Ad Analytics reflect a campaign's performance analysing paid media (CTRs, impressions) and providing accurate information on the marketing efforts.

RETARGETING

It reaches thousand of people. If you are looking for a fast way to drive traffic, FB Ads is a great solution

A/B TESTING

Allows to determine the best performing strategies and ad campaigns

OPTIMISATION

Is a continuous process of trial and error. While it's not easy, it is certainly worth investing the time and effort since Facebook ads are still one of the best ways to reach new customers.



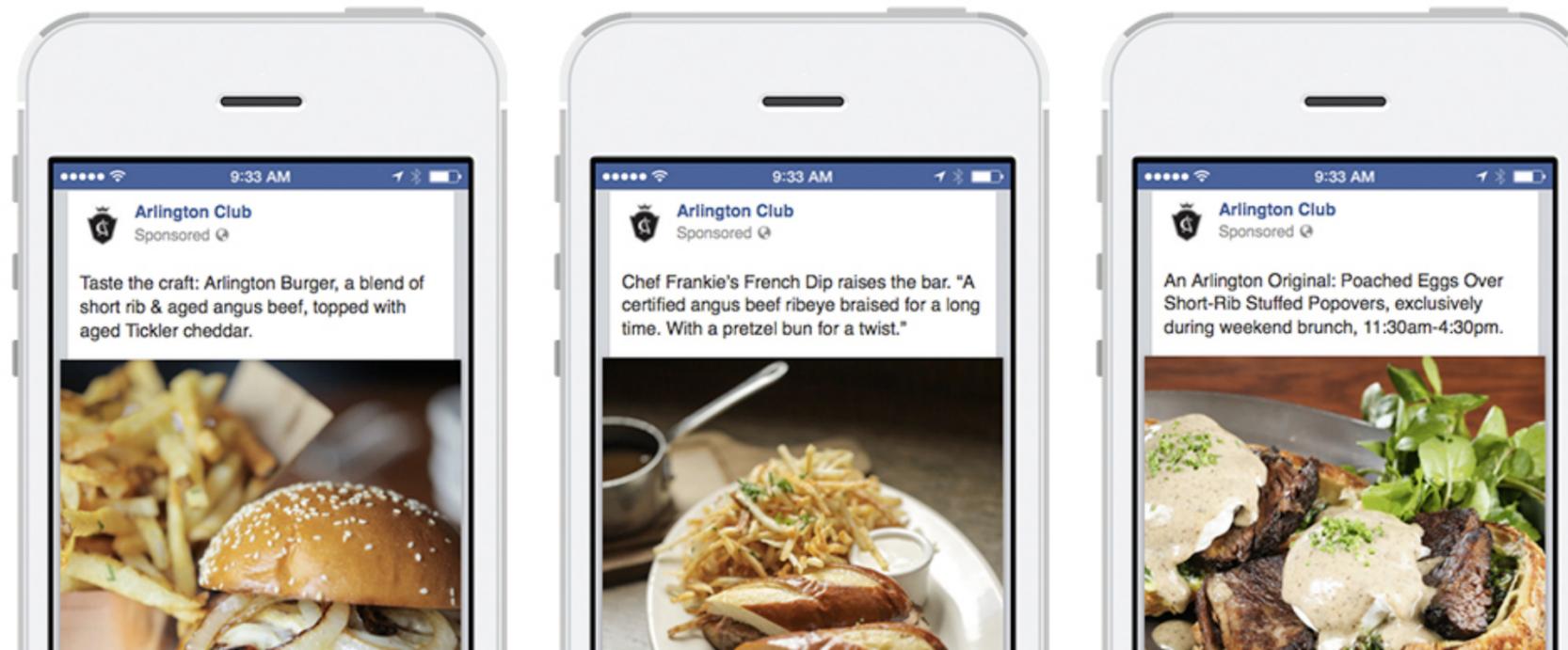
The Colloco/ Wix way



Types of Ad Format

01 Classic

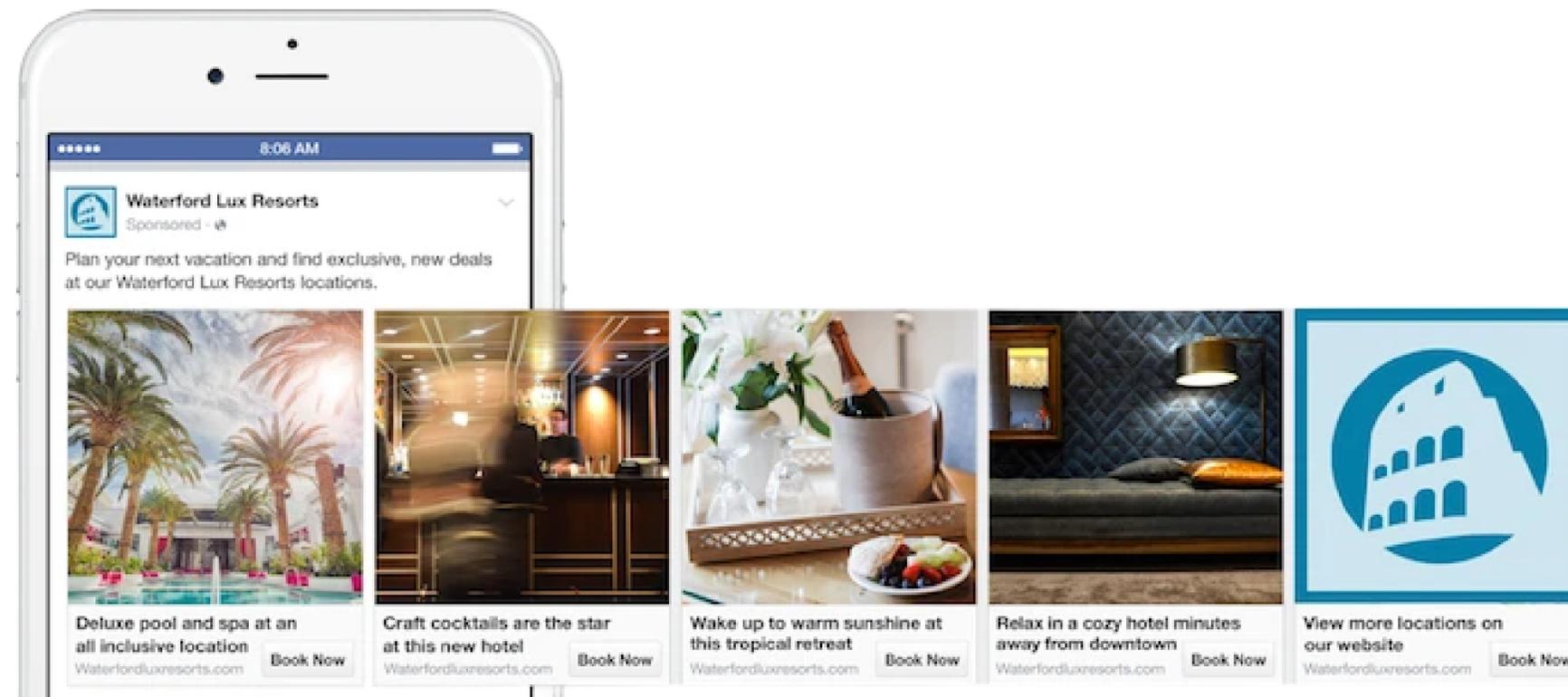
- AI retargets users that show an interest in your site
- The advertiser selects one image that best represents the brand/product, and that image is served to all users on Facebook and Instagram
- Ad doesn't change based on each user's interest/products in stock



Types of Ad Format

02 Dynamic

- AI retargets users that show an interest in your site
- We create multiple versions of dynamic ads and display them to different type of users on both Facebook and Instagram



Pricing

Facebook has different ads package options and a minimum price per ad.

The amount you pay affects how many views your ad receives.

Our plans are £85, £150, £210, £350, £550, £1050, £2050 and £3200 per month for a minimum investment of three months (in order to see results).

Specifically on the £85/£150 plans:

Facebook has a minimum price per ad and with this budget, it's harder for Wix to run A/B tests because we can only run one test at a time instead of simultaneously.

It can take longer for the Ad to succeed this way.

With the £210 and above:

We have a sufficient budget to do lots of A/B testing to perfect your campaign faster.

The £85/£150 is not likely to meet your expectation if you are already doing well without ads.

Admin Fee: £250 – for set up, monitoring, and optimising (Cost covers 3 months).



Requirements to Run



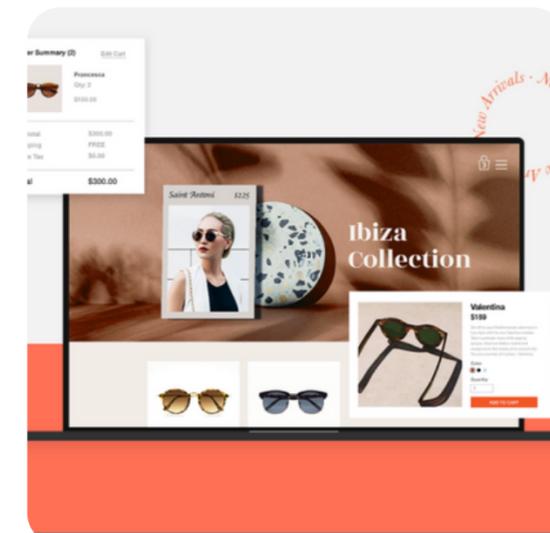
01

Active Wix Website



02

Facebook Business Page



03

A Wix Website

Questions



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