

Facebook/Instagram

✦ *Frequently Asked Questions* ✦

How much should I spend on ads?

We usually recommend starting with a monthly ad spend of \$300–\$500 for small campaigns and scaling up as we see results. Higher budgets allow us to reach more people, test more creatives, and optimize for conversions.

What is your service fee versus the ad spend?

Our service fee covers strategy, ad creation, targeting, A/B testing, and reporting. The ad spend is separate and goes directly to Facebook/Instagram to actually run the ads. For example:

Starter Package: \$350/month service fee + \$300–\$500 ad spend

Growth Package: \$750/month service fee + \$750–\$1,000 ad spend

Elite Package: \$1,250/month service fee + \$1,500–\$3,000 ad spend

What is the one-time setup fee for?

The setup fee covers everything needed to launch your campaigns, including:

Installing tracking pixels / conversion API

Audience targeting research

Creating initial ad campaigns and variations

Setting up reporting systems

How long does it take to see results?

Typically, you can start seeing engagement and traffic within 1–2 weeks. Conversions and sales growth usually take 3–6 weeks as the campaigns are optimized and audiences are refined.

Can I target specific audiences?

Yes, we can target based on:

Age, gender, and location

Interests, behaviors, and demographics

Custom audiences (website visitors, email lists)

Lookalike audiences to reach new potential customers

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How do you track results?

We track key metrics such as:
Impressions & reach
Click-through rate (CTR)
Engagement (likes, comments, shares)
Leads, form submissions, or purchases
Cost per click (CPC) and return on ad spend (ROAS)

Can I change the budget or pause ads?

Yes! You can increase, decrease, or pause campaigns at any time. We will provide guidance on how changes may affect performance.

How many revisions are included in ad creatives?

Each package includes at least 1 round of creative adjustments per campaign. Additional changes are billed at \$100/hour.

Will you provide the ad creatives to me?

Yes! We provide the final images, videos, and copy used in campaigns. For premium packages, we also provide variations for future use.

Do I need a website or landing page to run ads?

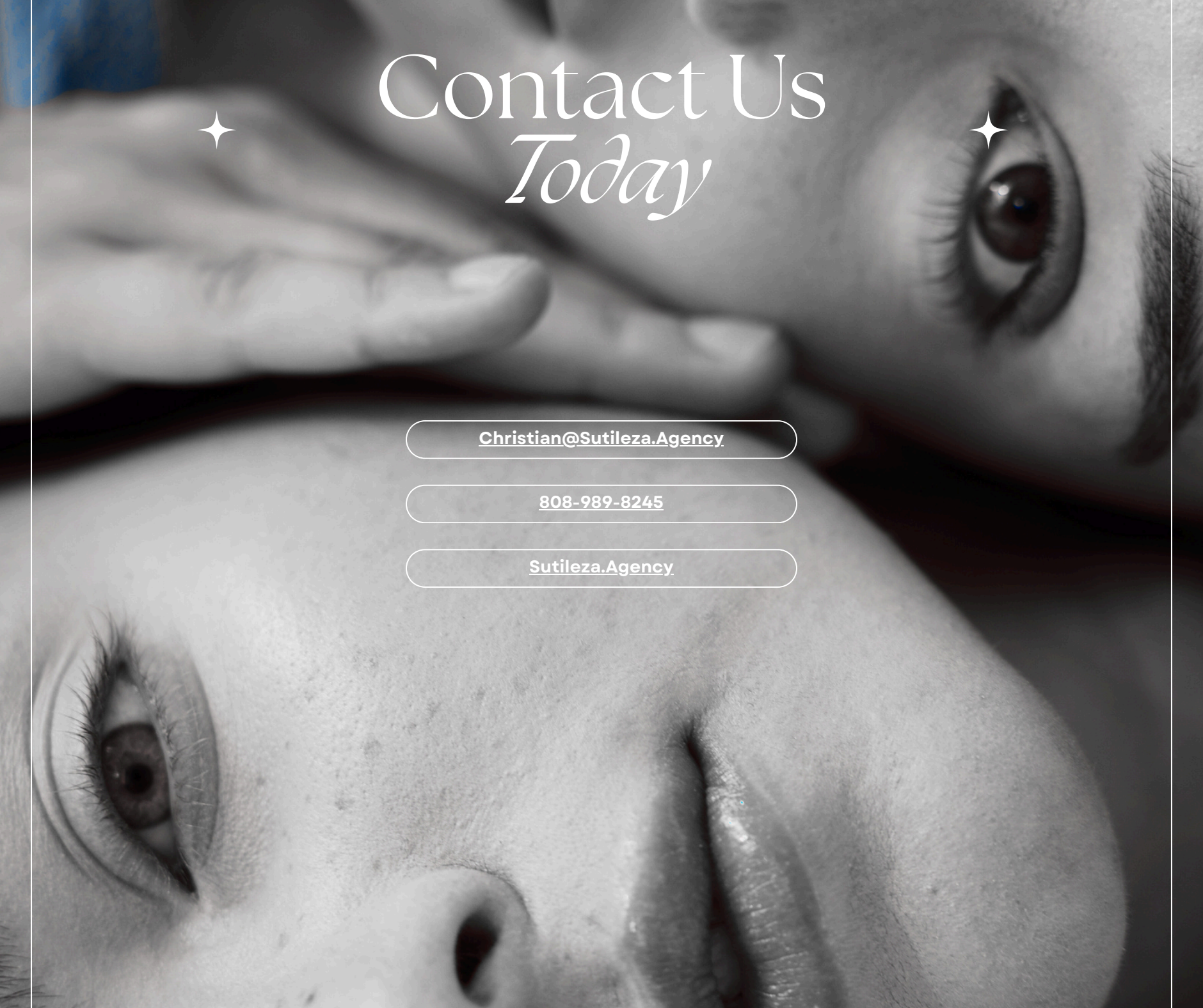
Ideally, yes. Ads perform best when linked to a high-converting landing page or website, but we can also use lead forms directly on Facebook/Instagram if needed.

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Ad Terminology Simplified

- **CPC (Cost Per Click)** – How much you pay each time someone clicks your ad.
- **CPM (Cost Per Mille / Cost Per 1,000 Impressions)** – How much you pay for 1,000 people to see your ad.
- **CTR (Click-Through Rate)** – The percentage of people who click your ad after seeing it.
- **ROAS (Return on Ad Spend)** – How much money your ads make compared to what you spent.
- **Pixel** – A small piece of code on your website that tracks who visits and what they do.
- **Conversion** – A desired action, like a purchase, booking, or form submission.
- **Impressions** – How many times your ad is shown.
- **Reach** – How many unique people see your ad.
- **Engagement** – Interactions with your ad: likes, comments, shares, or clicks.
- **Lookalike Audience** – People similar to your existing customers, more likely to convert.
- **Retargeting** – Showing ads to people who already visited your website or engaged with your brand.
- **A/B Testing** – Running two different versions of an ad to see which performs better.
- **Landing Page** – The webpage people go to after clicking your ad, designed to encourage a specific action.
- **Ad Spend** – The money you pay directly to the platform (Facebook/Instagram) to run your ads.
- **Creative** – The images, videos, copy, or graphics used in your ads.
- **Organic Reach** – People who see your content without you paying for ads.
- **Frequency** – How often the same person sees your ad.



Contact Us *Today*

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