

Make Facebook Marketing Work

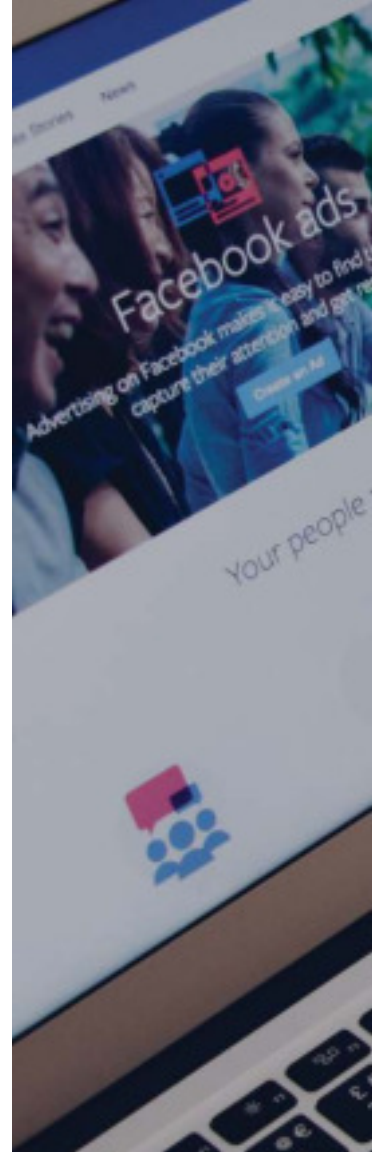
HI, HOW ARE YOU



Why advertise my business on Facebook?

With the largest social audience, and measurable marketing tools, Facebook is an ideal marketing environment for any size business – small business, start-ups, and enterprise.

- Easily adaptable to any marketing budget, large or small
- Define and track specific goals which you're trying to achieve (awareness to conversion)
- Target the right audience segment to match your marketing strategy
- Flexibility to make adjustments as needed to any part of the campaign - budget, creative, audience
- Simple measurement and analytics to provide performance metrics
- Not bound to long-term advertising contracts



Source: American Marketing Association



#1

Facebook is still the most important social platform for marketing

Source: Facebook



2.2 Billion

Monthly Active Users on Facebook,
and 1.4 Billion are active daily



How do I find my potential consumers?

From uploading your existing customer lists, to analyzing the audience insights from your Facebook page, there are various methods to help find your potential customers on Facebook.

ADLG Marketing uses additional targeting strategies to help reach not only your consumers, but also people like them. We built campaigns using:

- Custom Audiences from existing customers, email lists, CRM data, etc.
- Lookalike Audiences based on a percentage of the population who share the same traits as your consumers
- Demographic and Interest-based Audiences for those who may not have customer data or are looking for more broad awareness
- Location-based targeting for those who only service a limited area

What type of Facebook ads will work for my business?

ADLG Marketing uses best practices to determine what advertising types will make your customer respond and take action. In addition, we test a number of different ad types to validate our data.

- Single Image
- Carousel Ads
- Slideshows
- Collections
- Video Ads
- Lead Generation
- Offers
- Post Engagement
- Instant Experience
- Event Responses

We utilize high-quality visuals with engaging copy to help drive people to take your desired action while maintaining the voice of your brand.



Source: Cisco Visual Networking Index



82%

of all internet traffic will
be video by 2020

Source: Weebly Small Business Study



62%

of small businesses feel like their
Facebook Ads are failing

Why can't I just run Facebook Ads myself?

Facebook Ads didn't work before, why now?

Imagine you just finished lunch, and you're walking down the street. A stranger approaches you. She holds out a hamburger from a restaurant that you've never heard of, and states that if you buy a burger from her right now, it's 50% off. What are you thinking?

"Who the hell is this person?"

"Why are you pushing that burger on me?"

"No thanks. I just ate."

"I'm a vegan! Get that burger away from me."

Wrong message, wrong audience, wrong time.

Most businesses see poor results from Facebook advertising because they don't know how to use the tools to build the right message, deliver it to the right audience, and deliver it at the right time. Often we see ads immediately geared towards conversion, when the audience may have little to no awareness you exists.

That's why we build your campaigns to hit each level of the sales process to maximize the effectiveness of your budget, and get the appropriate message and call-to-action to the right audience.





Business Chart - Visual

Business Chart



Who is ADLG Marketing?

We're dreamers.

We're innovators.

We're disruptors.

Yada, Yada, Yada...

While all that may be true, what we really are is a group of folks who love advertising.

We love getting results.

And we love helping our partners succeed.

Our philosophy is simple:

Make Marketing Work

And we go above and beyond every day, with everything we do, to make that happen.

You'll soon see, we're not a typical agency.

A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Adrian De La Garza
Founder | Principal

CASE STUDY:

Sloan + Parker Wine Lounge

While only open a couple of months, Sloan + Parker set out to execute a ticketed event where guest would need to pre pay to attend a wine maker dinner.

ADLG Marketing built S+P's e-commerce ticketing platform and executed a two-week campaign. Facebook was the only vehicle used to raise awareness of Sloan + Parker, inform them of the event, and drive ticket sales.

The event sold out and 100% of ticketed guests attended, which lead to additional sales on-premise.

- Cost per Acquisition = \$2.92
- Return on Ad Spend = 2,250%

"I have been incredibly impressed with their breadth of knowledge, response time, work product, attention to detail, and pro-activeness - especially given my relatively quick turnaround time."

Katie K. - Owner, Sloan+Parker



Sloan & Parker
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Join us for an intimate evening where we will taste six amazing wines, hear first hand from Paul Sloan about the process, and get exclusive access to his limited production at Small Vines.

[SLOANANDPARKER.COM](#)
Meet the Maker:
Inas

[BOOK NOW](#)

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Sloan & Parker
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6 wines, heavy apps, and an exclusive chance to meet Paul Sloan, owner/winemaker at Small Vines.

[SLOANANDPARKER.COM](#)
Feb 26 - Meet the Maker:
Small Vines

[LEARN MORE](#)

Like Comment Share

2,250% Return on Ad Spend

Who else have you worked with?

We've had the pleasure of working with some great organizations including:

RIDECCELL

SLOAN + PARKER
Come in. Sip awhile.

kk
karyn koller

**International
Talent
Academy**

GUADALUPE RIVER

TROUT UNLIMITED

STEVE TREVIÑO
TIL DEATH


**★ TEXAS
REALTORS**

**THIS IS
Austin**


How do we get started?

Let's schedule a brief 15 minute call and get to know each other.

This call will give us to chance to learn more about your business and to make sure Facebook Advertising is right for your objectives.

This call also gives you the ability to learn more about ADLG Marketing, and make sure you believe we'd be a valuable partner to your long-term success.

Schedule a Call:
adlgmarketing.com/schedule

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR



**Make
Marketing
Work**

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