

# ReachSocial Ads

Full-service Facebook advertising that puts your business in front of users who are most likely to become your customers. With experts in both Facebook marketing and the specific needs of your local business, we provide tangible results – not just likes – to help your business grow.



## Find New Prospects

Engage target consumers who aren't actively searching with advanced targeting capabilities and compelling creative.

**1.8** BILLION MONTHLY ACTIVE USERS ON FACEBOOK<sup>1</sup>



## Drive Engagement & Sales

Generate results that matter, like ad views, clicks, and leads – and see exactly how your ads are working.

**76%** OF FACEBOOK USERS LOG IN AT LEAST ONCE A DAY<sup>2</sup>



## Grow Marketing ROI

Build your presence with social ads that perfectly complement search advertising and SEO.

**80%** OF PPC CLIENTS SAW INCREMENTAL LIFT FROM FACEBOOK ADS<sup>3</sup>

## You focus on your business, while our experts focus on your Facebook ads.

### Unmatched Expertise

Rely on our team of experts certified in Facebook's Blueprint program, with unparalleled access to resources and insights.

### A Personalised Plan

Get a tailored campaign strategy and ad creative to meet your business objectives, backed by ongoing optimisation and reporting.

### Superior Audience Targeting

Pinpoint the right Facebook users based on location, demographics, interests, online behaviors – and even specific users like website visitors or email contacts.

### Location, Location, Location

Increase your business' reach and engagement with ads on the Facebook News Feed and mobile app, as well as Instagram and the Facebook Audience Network.

### Leads, Not Likes

Get more leads with unique programs that drive website visits and leads delivered directly to your inbox.



# ReachSocial Ads

Get a taste of our most popular Facebook advertising programs and unique capabilities.



### Website Clicks

Entice more visits to your website with custom CTAs designed to increase conversions like online appointments, new sign ups, completed applications, and more from targeted users.



### Lead Ads

Simplify lead generation with in-ad forms that make it easy for the right prospects to contact you. We offer the only program that sends your new leads right to your inbox or ReachEdge software.\*



### Website Conversions

Website Conversions drives more customers to your website that are likely to take an action that you deem highly valuable to your business. Optimising to the most likely to convert audiences, ads and locations, you're able to see purchase and/or lead results, along with calls to your business.



### Retargeting & Custom Audiences

Increase engagement with previous site visitors and existing client lists, and reach new "lookalike" audiences who have similarities to your ideal customers.



### Instagram Ads

Meet your website clicks, lead ads, and retargeting objectives on Instagram, too! With over 9 million monthly active users,<sup>4</sup> it's a great addition to your social advertising mix.



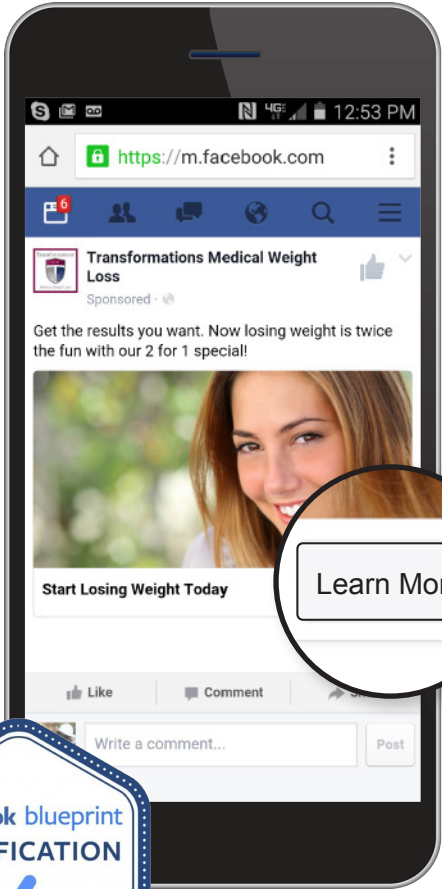
### Facebook Audience Network

Expand your advertising reach beyond Facebook with content on hundreds of apps within the Audience Network. Best of all, it uses the same creative as your existing Facebook ads.



### Need More?

Our team can create a custom-tailored plan that enables you to take advantage of broad audience targeting capabilities to meet your specific goals.



<sup>4</sup> Instagram Australia \*ReachEdge incurs an additional monthly fee.

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