

Features	1 Social Network	2 Social Network	3 Social Network	4 Social Network	5 Social Network
Number of Unique Ads	up to 4	up to 6	up to 8	up to 10	up to 12
Number of Advertising Campaigns/Target Audiences	up to 2	up to 3	up to 4	up to 5	up to 6
Number of Unique Custom Advertising Images	1	2	4	8	10
Social Media Remarketing Campaign & Ad	0	1	1	1	1
Social Media Remarketing Campaign & Ad	up to 4	up to 6	up to 8	up to 10	up to 12
Demographic Targeting	0	2	2	4	4
Keywords, Interest, User Intent Targeting	0	1	1	2	2
School/Profession/Workplace Targeting	✓	✓	✓	✓	✓
Company Size, Industry, Job Title, etc. Targeting	✓	✓	✓	✓	✓
Company Size, Industry, Job Title, etc. Targeting	✓	✓	✓	✓	✓
Mobile Device Optimized Ads	✓	✓	✓	✓	✓
Installation of Network Tracking Pixels on Website	✓	✓	✓	✓	✓
Dedicated Social Media Advertising Account Manager	✓	✓	✓	✓	✓
Monitoring of Social Ad Comments	\$175/month	Mon., Wed., Fri.	Daily	Daily	Daily
Monitoring of Social Ad Comments	✓	✓	✓	✓	✓
Up to 1 personal Social Media Consultations per Month	✓	✓	✓	✓	✓
Standard WebFX Monthly Reporting & Analysis	✓	✓	✓	✓	✓
Access to MarketingCloud	✓	✓	✓	✓	✓
Ad Account Setup & Optimization	✓	✓	✓	✓	✓
300+ SMEs behind campaign driving results	✓	✓	✓	✓	✓
Weekly Call or Campaign Status Update (optional)	\$450/month	\$450/month	\$450/month	\$450/month	\$450/month
Initial Campaign Investment - Month 1	\$941	\$1,342	\$1,646	\$1,937	\$2,240
Ongoing Monthly Campaign Investment (Standard Advertising Consultation and Reporting)	\$554 or 15% of ad spend, whichever is greater	\$747 or 15% of ad spend, whichever is greater	\$941 or 15% of ad spend, whichever is greater	\$1142 or 15% of ad spend, whichever is greater	\$1342 or 15% of ad spend, whichever is greater
Required Ad Spend Range (Standard Advertising Consultation and Reporting)	4498 - \$9945	\$996 - \$9945	\$1494 - £7,190	\$2061 - \$9945	\$2490 - \$9945