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## ADVERTISING CAMPAIGN BRIEF

To get the most out of paid advertising there are 3 key factors to keep in mind:

1. Advertise on the right platform(s) to the right people (e.g., age, marital status, job title, location). *Depending on your type of business and stated business objectives*, with all our packages, we'll try one or more platforms (like Facebook, Google, etc.) to discover the best return as fast as possible.
2. We don't limit ourselves to any one area. Your results are the most important, so we'll do whatever we see as the best fit for your business (after consultation with you, naturally!). It's a good idea to test many iterations of an idea or "angle" and while we'd have an idea of how to get started, often the best ads and ROI are found through extensive testing. It's important to keep in mind that monitored advertising gets better with time, so week 1 results may be worse than week 7 results, for instance.
3. Always retarget. Re-targeting is showing people who have already engaged with your ad more, relevant ads. For example, you go to a website and browse a product, then see that product come up as an ad online – that's retargeting. It produces the best ROI and is integral to a good campaign.

### HOW IT WORKS:

First, we devise an advertising strategy based on your business goals and budget. Then we create the ads, set up the campaigns, create the landing pages and make sure everything is working perfectly and in accord with your business objectives.

### Your Business Checklist – Please Provide Answers to All Questions Before Getting Started

Who is your ideal type of client?

What services do you offer?



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## Your Business Checklist (Continued....)

What are your MOST popular services?

What is a new customer/client worth to you in the first 30 days and 12 months respectively?

What are at least FIVE (or more) frequently asked questions by potential new customers/clients?

What is your current sales process? For instance, do you call new leads, email them... etc and do you have any schedule/standard operating procedure to follow up with leads?

What is your current CRM (if applicable)?



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## Your Business Checklist (Continued....)

What do you see as an approximate monthly advertising budget and how much in gross sales would you want to see come from it?

What material do you have that could help us with ads (like photos, manuals, price lists, testimonials etc)?

Ideally, when would you want to start your targeted advertising campaign?

Please email your brief to Phil Manhire at [hello@themanhireconsultancy.com.au](mailto:hello@themanhireconsultancy.com.au) once completed.

If you have any questions along the way, please feel welcome to contact Phil direct on [0452 1444 76](tel:0452144476) or by email.



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