

Social Advertising:

HOW DOES SOCIAL ADVERTISING COMPARE?

SOCIAL ADS	DO IT YOURSELF	AGENCY
Campaign Management: Blueprint-trained professionals with a background in local business advertising Part of wholistic group of experts managing local marketing campaigns	Campaign Management: You <ul style="list-style-type: none">• Must learn Facebook's creative and budgeting best practices• Ongoing ad management takes time and expertise	Campaign Management: Marketing professional <ul style="list-style-type: none">• May not know how ads work with other digital marketing solutions
Budget Optimization: Smart optimization technology automatically optimizes ad placement, targeting and budget to drive the most activity for the lowest price	Budget Optimization: Should analyze data and adjusting budget regularly <ul style="list-style-type: none">• Difficult to make sense of analytics and use insights to change marketing strategy	Budget Optimization: Human being manually re-allocates ad dollars to ad group and/or campaign with best performance (typically weekly)
Targeting and Ad Placement: Technology chooses what works best and optimizes budget to drive the biggest impact	Targeting and Ad Placement: Not sure if you're choosing the right objective and targeting	Targeting and Ad Placement: Someone has to choose the right objective, targeting and ad placement, then monitor and adjust budget and tactics as campaign evolves
Results: Based on business goals - driving contacts, growing reach and increasing engagement	Results: Based on ad goals - impressions, clicks, likes, interactions	Results: Based on ad goals - impressions, clicks, likes, interactions
Cost: Pay one flat fee monthly that includes automated budget optimization. No additional fees to refresh and optimize creative	Cost: Varies based on level of expertise	Cost: High cost to execute custom programs due to complicate nature of Facebook Ads Manager <ul style="list-style-type: none">• Extra cost to refresh and optimize ad creative
Human Interactions: <ul style="list-style-type: none">• Campaign setup• Report monitoring	Human Interaction: <ul style="list-style-type: none">• Campaign setup• Daily budget allocation/optimization across ad groups and campaigns• Daily ad optimization• Report monitoring	Human Interaction: <ul style="list-style-type: none">• Campaign setup• Daily budget allocation/optimization across ad groups and campaigns• Daily ad optimization• Report monitoring



Marketing Partner