



# ADVERTISING WITH



# About Us



we are a media and marketing agency registered with the **CORPORATE AFFAIRS COMMISION** and our goals are to help brands and businesses create brand awareness , foster good relationships with customers. and increase online sales by leveraging Social media platforms like Facebook to connect business owners and potential customers , **we are confident in our marketing strategies , and can generate 50 to 1000 leads every month for our clients**



FEDERAL REPUBLIC OF NIGERIA

## CERTIFICATE OF REGISTRATION

BUSINESS NAME REGISTRATION NO. 6928155

THE REGISTRAR - GENERAL OF CORPORATE AFFAIRS COMMISSION

*hereby certifies that*

**DAVINCISPIXEL ENTERPRISE**

*is this day registered as a business name under the  
COMPANIES AND ALLIED MATTERS ACT 2020*

*The general nature of business is:*  
MEDIA, CONTENT MARKETING, AND DIGITAL MARKETING AGENCY

*The address of the principal place of business is:*  
1 STREET 55, APO MECHANIC VILLAGE, APO, ABUJA, FCT

*Given under my hand at Abuja this 5th day of April, 2023*



A handwritten signature in black ink, appearing to read 'Abubakar', is placed over the official seal.

**A. G. Abubakar**  
Registrar - General

# WHAT TO EXPECT

boosting posts is not an important part of our strategy. Facebook is a money-making machine. So to make money from people who don't understand ads, it sends you a notification telling you that you could be reaching more people and suggesting a boost. For some reason, we still trust Facebook when it makes these suggestions so we hit the boost button, set some simple targeting and hope for everything to suddenly start working. It's not gonna happen!

# How We Run Ads

Our ads strategy is highly dependent on a more systematic approach, first we understand the clients objectives and then align them with our marketing strategy, we then Determine a target audience based on factors such as demographics, interests, behaviors, and location

Setting a Realistic Budget is always part of the plan for us, we Allocate a budget for Facebook ads Considering factors such as the size of our audience, the duration of the campaign, and the desired results. we usually Start with a modest budget and optimize it based on campaign performance

content is always king when it comes to marketing, we Craft Compelling Ad Creatives, an attention-grabbing ad creative that effectively communicates a message we use high-quality images or videos, a compelling copy, and a clear call-to-action (CTA) to entice users to take action.

we test multiple ads variations, this allows us identify the most effective elements and optimize them accordingly

# **BASIC PLAN**

this plan is suited for businesses who don't have enough to splash on advertising , here's what you get in this package

- BUSINESS MANAGER SET UP
- ADS MANAGER SET UP
- CAMPAIGN

**MONTHLY COST - #25 000**

**this fee excludes ads budget**

- Retargeting and Lookalike Audiences
- FACEBOOKSHOP SET
- ADVANCED AUDIENCE TARGETING
- PIXEL INSTALLATION
- CREATING AD COPY

# **SILVER PLAN**

- BUSINESS MANAGER SET UP
- ADS MANAGER SET UP
- CAMPAIGN
- BASIC AUDIENCE TARGETING
- SINGLE ADS CREATIVES

**MONTHLY COST - #50 000**

**this fee excludes ads  
budget**

# ELITE PLAN

this plan is suited for businesses who have a website  
(we are able to track audience behaviors this enables us to target or retarget them with special products or offers)

- LOOKALIKE AUDIENCES
- ADS MANAGER SET UP
- BUSINESS MANAGER SET UP
- FACEBOOKSHOP
- RETARGETING
- ADVANCED AUDIENCE TARGETING
- PIXEL INSTALLATION
- MULTIPLE ADS CREATIVE
- TRACKING AND MEASUREMENTS

**MONTHLY COST - #100 000**

**this fee excludes ads  
budget**



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**Da Vinci Samchi Samuel**



**DAVINCISPPIXEL**