



# Facebook Ads

RH Elite Services Limited is dedicated to driving **qualified** leads and sales into **your pipeline** by using our Facebook and Instagram ads services.

*We do what we do best, so you can do what you do best.*



RH ELITE  
SERVICES LIMITED



## Facebook Ads Limits

### Campaigns

### Ad Sets

### Ads

### Ad Copy Variations

### Monthly Ad Budget Recommendations

## Available Campaign Objectives

### Awareness

### Consideration

### Conversions

#### Pro

1 Campaign

2 Ad Sets

4 Ads

1 Ad Copy

£500 - £2,000



#### Plus

2 Campaigns

4 Ad Sets

8 Ads

2 Ad Copies

£2,000 - £4,000



#### Premium

3 Campaigns

6 Ad Sets

12 Ads

3 Ad Copies

£4,000 - £8,000



#### Platinum

4 Campaigns

8 Ad Sets

16 Ads

4 Ad Copies

£8,000+



## Facebook Ads Setup

Pro

Plus

Premium

Platinum

Gain Business Manager Access



Conversion Tracking Setup



Pixel Setup & Install



Pixel Event Testing



Campaign Strategy



Demographics Research



Competitor Research



Campaign Setup



Ad Set Setup



	Pro	Plus	Premium	Platinum
Ads Setup	✓	✓	✓	✓
Ad Scheduling	✓	✓	✓	✓
Custom Audience Upload	✓	✓	✓	✓
Campaign Quality Assurance	✓	✓	✓	✓
Campaign Approval Link	✓	✓	✓	✓
Crossposting to Instagram	✓	✓	✓	✓
Campaign Launch	✓	✓	✓	✓
Post Launch Checkpoints	✓	✓	✓	✓
Custom Graphic Image Ads	-----	-----	3 Graphics	4 Graphics

# Facebook Ads Monthly

## Pro

## Plus

## Premium

## Platinum

Campaign Optimization



Strategy Enhancement



Ad Optimization



Ad Split Testing



Ad Frequency Management



Audience A/B Testing & Optimization



Lookalike Audience Creation



Remarketing



Pro

Plus

Premium

Platinum

Weekly Optimization Report



Monthly Progress Report

