

Start Generating **More Leads** For Your Business **Right Away**

We take care of everything. From campaign setup and ad creation, to targeted audience building and ongoing optimisation. All enquiries go **directly to your email inbox**.

Local Suburb Targeting

Real Phone and Form Leads

Professional Ad Creatives

DETAILED REPORTING

47

Leads This Month

\$12

Cost Per Lead

- New enquiry. Plumber, Penrith 2m ago
- Phone call. Electrician, Parramatta 14m ago
- New enquiry. Pest Control, Blacktown 1h ago
- Phone call. Builder, Castle Hill 2h ago

WHAT'S INCLUDED

Meta Advertising Package

Facebook & Instagram Lead Ad Setup

01

Full campaign setup and launch, including campaign structure, targeting configuration, professionally designed ad creatives and lead form setup. We handle everything from day one so your ads are built correctly and ready to generate real local enquiries.

Audience Targeting & Strategy

02

Your ads are shown to the right local audience based on location, service type and online behaviour. This ensures every dollar of your ad budget is spent reaching people who are most likely to enquire about your services. No wasted spend on the wrong suburbs or demographics.

Ongoing Ad Management & Optimisation

03

Each month we actively monitor and optimise your ads to improve lead quality and performance. This includes adjusting targeting, refreshing creatives, managing budgets and refining messaging based on real campaign data, not guesswork.

Lead Form & Tracking Setup

04

Meta's lead tracking is fully configured so enquiries are captured correctly and delivered directly to your email inbox. This setup also allows Meta's algorithm to learn and optimise for better quality leads over time.

Monthly Performance Review

05

You will receive a clear monthly update outlining your ad performance, total enquiries generated, cost per lead and any improvements made to the campaign, written in plain English with no jargon.

All leads delivered directly to your email inbox. Follow up fast, win more work.

No extra logins or systems required.

\$500 + GST per month. Ad spend is paid separately and directly to Meta.

Minimum 3-month term. No lock-in after initial term. Cancel with notice after month 3.

TERMS AND CONDITIONS

This service operates on a minimum term of three (3) consecutive months. The contract must run for the full 3-month initial period. If the service is cancelled at any time during the initial term or any subsequent month, the remaining monthly fees for the balance of the contracted period become immediately due and payable in full within seven (7) days to Optimal Web Design. After the initial 3-month term, the service continues on a month-to-month basis and may be cancelled with written notice prior to the next billing cycle. Ad spend is paid directly to Meta by the client from the client's own Meta Ads account and is separate to the monthly management fee. Ad creative production is included up to a maximum of two (2) new ads per month upon request by the client. Optimal Web Design accepts no liability for Meta platform changes, ad account suspensions, or fluctuations in lead volume resulting from Meta's algorithms or policies. By proceeding with this service, the client agrees to these terms.