

Meta Advertising



**An Introtweet
Service**

www.introtweet.com



Paid Advertising on Meta

The reality of using Meta to marketing a business in 2026 is that it is becoming increasingly difficult to meet your goals and aims without using paid advertising.

Whether you're using Meta to increase your reach, website clicks, sales or general awareness, paid advertising has become an important partner to help you achieve your desired goals. Meta Ads Manager is a powerful ally in your battle to put your head above the competition and ensure that your content is not just being seen by lots of people, but by exactly the right people.

Unfortunately Ads Manager has become increasingly complex and the success of Ad Campaigns is no longer a guarantee, so outsourcing your advertising campaigns to someone with the experience and expertise now provides your best opportunity for success. Going it alone is no longer an option.

Why Meta Ads?

Cost Efficient

Compared to many types of marketing, your cost per click and the amount it costs to reach people can be considerably lower.

Highly Targeted

Reach the people who truly matter to your business and build your brand awareness in a targeted manner. No wasted budget reaching people that aren't relevant.

Beat the Algorithms

it is getting harder and harder to reach large numbers of people on Facebook and Instagram. Paid advertising can beat those pesky algorithms and ensure you reach the people that matter in large numbers.

You're in control

You will never pay more for a campaign than you plan. You can edit, pause and adjust advertising campaigns at any time without fear of any financial surprises!

Retarget

By utilising the power of the Meta Pixel, you can re-target visitors to your website on Facebook and Instagram; a powerful weapon!

Your Competition

If you are not utilising the power of paid advertising, there is a strong possibility that your competitors will be!

The Stats

Don't just take our word for it, find out more here about why Meta Advertising could be such an asset for your organisation.



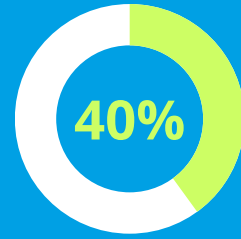
"On average, small to mid-sized businesses pull in £4 in revenue for every £1 spent on Facebook and Instagram ads."



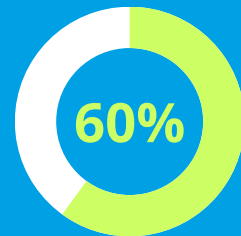
"For local trades, consultants, and B2B companies, Meta drives high-intent leads at a 60% lower cost-per-lead (CPL) than Google Ads."



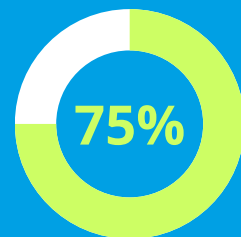
"A recent study on small business marketing confirmed that while organic posts are good for long-term brand presence, paid marketing is vastly superior for driving immediate, measurable sales, even with minor budgets"



UK Business using a combination of organic and paid activity on Meta



Lower cost-per-lead (CPL) than Google Ads for local trades, consultants, and B2B companies



B2B decision makers spend their evenings scrolling Meta



What to Expect



Campaign Creation

Introtweet will create an effective campaign, based on your specific requirement on the relevant platforms.



Audience Research

Detailed research to understand your business and the right target audience for these campaigns.



Media Optimisation

Optimisation of existing visual assets, of the creation of new visuals based on your requirements.



Campaign Monitoring

Daily monitoring of campaigns once they are live to ensure everything is as it should be.



Regular Optimisation

Regularly monitoring means we can make any necessary tweaks or changes to campaigns, should they be required.



Campaign Reporting

Once campaigns have come to an end, detailed reporting will provide a strong understanding of the success.



Pricing

Silver Service

- 1 Paid Advertising campaign, including a maximum of 3 individual Ads.
- £400+VAT
- Including all campaign elements
- Does NOT include Ad Spend Budget, which will be deducted directly from your Ad account and not paid to Introtweet. Recommended minimum spend per campaign is £100.

Gold Service

- Up to 3 Paid Advertising campaigns, including a maximum of 3 individual Ads per campaign.
- £800+VAT
- Including all campaign elements
- Does NOT include Ad Spend Budget, which will be deducted directly from your Ad account and not paid to Introtweet. Recommended minimum spend per campaign is £100.

Please contact us for bespoke quotes if you feel your requirements do not fit the standard packages outlined above. Existing organic management clients are offered a discounted rate.



"We've worked with the team from Introtweet on developing our Facebook Ads for a few months now. We are on Ad No.4 and what is so satisfying to see is that thanks to Laura monitoring, the engagement data, and adjusting our target audience criteria accordingly, our Ads have gradually had more impact each time. This has been evident from the increase in bookings on to our outreach events which I can track back directly to the FB Ads. Thank you Introtweet! "

Jane - Intellect Business Services

Meta Advertising



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