

Facebook “Likes” Acquisition program

- Facebook Fan Page “likes” are driven exclusively by high quality Facebook Ads (no apps, virtual currency, etc)
- Ability to target to any user segment that Facebook offers (age, gender, city, education level, relationship status, etc)
- Benefit from viral effect that can drive up to 2x the number of likes that were purchased.
- Custom reporting available
- Cost-Per-Like pricing (we buy on a CPM, CPC and sell on a Cost-Per-Like) – reducing the risk for the advertiser and guaranteeing measureable results.

(Example of ad unit)



Pricing

Cost-Per-Like

\$.75 - \$2.00 (US targeted) (other country pricing on request)

Any one or more of the following tend to result in “likes” coming in to the lower end of the cost spectrum

- Targeted to a younger audience (Age 13-17)
- A sweepstakes (Like this page and be entered to win a XXXX)
- A large pre-existing “Like” base (more important on a larger scale “Like” campaign). Starting with less than 100,000 likes increases the initial acquisition cost.
- A well known “cool” brand w/ loyal followers (ie. Apple)

****there will be a significant number of viral users that are driven – these numbers do not include the free users driven by viral. If you include these it can reduce the cost by as much as 50%.**

Required:

1. Admin access to the Facebook Page (so we can run Social Ads which convert ~3x better)
2. As much creative control as possible

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