

PRICE LIST



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Omelyanenko.pro is a **LEADING PARTNER AT GOOGLE PARTNERS**

Benefits of cooperation with the leading Google Partner:



- Promotional credits up to **\$500** for new clients
- **Extended support from Google**
- An opportunity **to be the first to receive news about system updates**
- Taking part in **testing new tools**

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Omelyanenko.pro is a **FACEBOOK (META) BUSINESS PARTNER**

Benefits of cooperation with Facebook (META) Business Partner:

FACEBOOK

BUSINESS PARTNER

- **Extended support from Facebook**
- **An opportunity to be the first to receive news about system updates**
- **Consulting with the personal manager**
- **Taking part in testing new tools**

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Google Ads

Google Ads setting up includes:

- Building a promotion strategy
- Development of the ad account structure
- Analyzing the semantic core and negative keywords
- Creation of search ads and extensions
- Display campaigns (GDN) with various strategies in Google Ads
- Remarketing setup in Google Ads: remarketing in the search engine (RLSA), dynamic remarketing, standard remarketing
- Testing of automated strategies using AI
- Google Tag Manager & Google Analytics installation and configuration as well as conversions setup

Google Ads setup price: **FREE***

*A unique opportunity to get a setup by professionals at no extra cost. For more information, please leave your contact details below or contact us directly.

Development & optimization of Google Ads campaigns include:

- Tracking data using Google Analytics
- Updating of negative keywords list
- Bid optimization
- Ad budget redistribution
- Implementation of automated and smart strategies
- Achievement of the actual cost per conversion and its cost gradual reduction
- Revision and further development of advertising campaigns
- New advertising strategies/tools testing
- Reporting on KPI
- Regular communication in the chat regarding the project

Development & optimization price:

from 199\$ / per month

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Google Shopping

Google Shopping setting up includes:

- Promotion strategy planning
- Product Feed building
- Feed update in Google Merchant Center
- Dynamic remarketing setup;
- Smart Shopping campaigns setup using AI
- Merchant-remarketing setup
- Google Tag Manager & Google Analytics installation and configuration as well as conversions setup

Development & optimization of Google Shopping campaigns include:

- Tracking data using Google Analytics
- Bid optimization and ad budget redistribution
- Achievement of the actual cost per conversion and its cost gradual reduction
- Revision and further development of advertising campaigns
- Using Smart strategies
- Reporting on KPI
- Regular communication in the chat regarding the project

Google Ads setup price: **FREE***

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Development & optimization price:

from 199\$ / per month

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Targeted advertising on social media

(Facebook, Instagram, Twitter, LinkedIn)

Targeted Social Media Ads setting up includes:

- General promotion strategy building and audience analyzing
- Development of the ad account structure
- Launching the targeted ad campaigns using different types of objectives
- Preparation of ad creatives (text, banners, video)
- Google Analytics & Facebook Pixel installation and configuration as well as main conversion events setup
- Retargeting campaigns setup and audiences accumulating
- Taking into consideration all the new requirements for iOS 14 while ads & analytics accounts setting up

Targeted Social Media Ads setup price:
from 399\$

Development & optimization of Targeted Social Media Ads include:

- Tracking data using Pixels, Google Analytics
- Ad budget redistribution
- Achievement of the actual cost per conversion and its cost gradual reduction
- Revision and further development of advertising campaigns, new creatives testing
- Implementation of the latest proven advertising tools
- Cooperation with Facebook Ads moderators when needed
- Reporting on KPI
- Regular communication in the chat regarding the project

Development & optimization price:
from 199\$ / per month

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Paid Advertising on TikTok

Targeted Ads on TikTok setting up includes:

- Landing page analysis and providing recommendations for passing the moderation
- Ad account structure development and growth strategy
- TikTok Pixel implementation and configuration as well as conversion events setup
- Set up of the target audience (according to demographics, interests, behavior) and lookalike audience
- Retargeting campaigns
- Testing the performance analysis of creatives (video is provided by the client or recorded by our team on individual terms)
- Launching targeted ads with different types of strategies depending on the final campaign goals

Paid Advertising on TikTok setup price:
from 399\$

Development & optimization of paid advertising on TikTok include:

- Tracking data using TikTok Pixel and Google Analytics
- Cost optimization and Ad budget redistribution
- Achievement of the actual cost per conversion and its cost gradual reduction
- Further development of advertising campaigns
- New creatives testing
- Implementation of the proven advertising tools
- Communication with TikTok moderators when needed
- Analysis and providing up-to-date statistics
- Reporting on the main indicators of KPI
- Regular communication in the chat regarding the project

Development & optimization price:
from 199\$ / per month

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Catalog sales campaigns on Facebook and Instagram

(Facebook, Instagram)

Catalog sales campaigns in social media setting up includes:

- Product Feed Building and its uploading to Business Manager Facebook
- Target audience identification
- Development of the ad account structure
- Creating the lookalike audience based on website visitors, customers or clients database
- Dynamic remarketing setup
- Google Analytics and Facebook Pixel installation and configuration, as well as main conversion events setup
- Retargeting campaigns setup and audiences accumulating
- Taking into consideration all the new requirements for iOS 14 while ads & analytics accounts setting up

Catalog sales campaigns setup price:

from 399\$

Development & optimization of catalog sales campaigns in social media include:

- Analyzing data using Google Analytics and Facebook Pixel
- Cost optimization and ad budget redistribution
- Achievement of the actual cost per conversion and gradual reduction of its cost
- Revision and further development of ad campaigns
- Implementation of the latest proven advertising tools
- Cooperation with Facebook Ads moderators when needed
- Providing up-to-date statistics
- Reporting on KPI
- Regular communication in the chat regarding the project

Development & optimization price:

from 199\$ / per month

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YouTube

YouTube setting up includes:

- Video ads TrueView In-Stream
- In-feed video ads
- Outstream video campaigns
- Bumper Ads (Pre-roll)
- Video remarketing with various strategies
- Google Tag Manager & Google Analytics, YouTube Analytics installation and configuration as well as conversions setup
- Building a promotion strategy
- Development of the ad account structure
- Target audience identification

Google Ads setup price: **FREE***

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SEO

- SEO Audit
- Technical SEO optimization
- SEO optimization during development
- SEO promotion

from 299 \$

from 349 \$

from 499 \$

from 999 \$/month

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Contact us

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Our team would be glad to collaborate and discuss flexible conditions of cooperation

