MAX MEDIA DIGITAL

PRODUCT OVERVIEW

Facebook & **Instagram Ads**

Put your business in the feeds your customers check every day.

maxmediadigitalllc.com

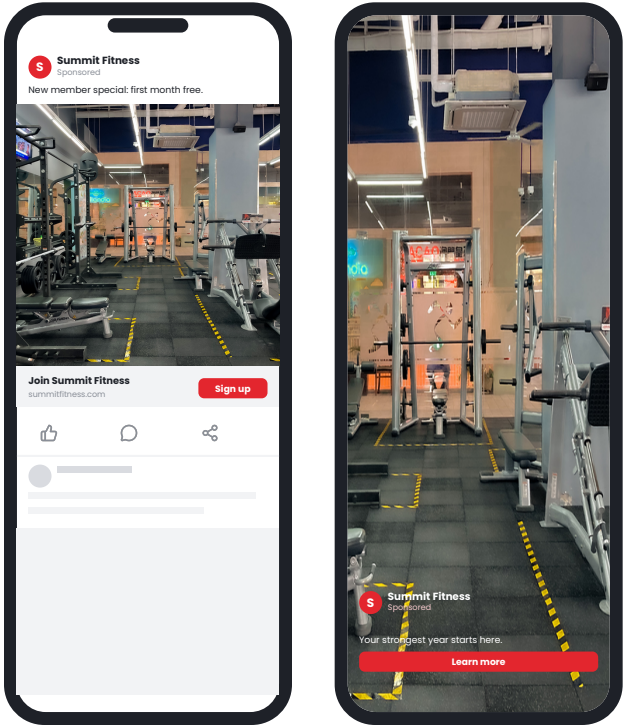


Reach Almost Everyone, Precisely

Facebook and Instagram are the most widely used social platforms in the world. With about **3 billion monthly Facebook users** and **2 billion on Instagram**, we can reach your best customers, no matter how niche your audience.

Reach people who are:

- Already your followers
- Friends of your fans
- Interested in products and services like yours



Feed ad and Reel ad. Illustrations; business is fictional.

Instagram Is Included

Instagram is all about visuals. Every post and ad is an image or video, and ads can fill the entire screen for big exposure and engagement.

Run your campaign on **Facebook and Instagram together**, or on Instagram alone.

2B monthly active Instagram users

75% of Instagram users take action on at least one ad

90% of Instagram users follow at least one business

BY THE NUMBERS

31 min average time a user spends on Facebook each day

76% of Americans use Facebook regularly

79% of Instagram users click on ads to learn more

Sources: Statista and Meta.

Posts vs. Ads

There are several ways to reach customers on social media. Organic posts and boosted posts work best coming from you, in your own voice. Sponsored ads, run by professionals, reach far more people and get bigger results.

Organic posts

Go on your business page and mostly reach your followers in their feeds. Free, but reach is limited.

Boosted posts

Take an organic post and pay to push it to your followers and a small targeted audience beyond them.

Sponsored ads

Use Meta's algorithm and detailed targeting to reach people well beyond your followers, with richer creative and formats. **This is where we come in.**

WE RUN THESE

Where Social Fits in the Buyer's Journey



Plant the seed

Facebook and Instagram are ideal for building awareness. You can instantly reach people who already like your brand, or brands like yours.

Reconnect with customers

Upload your customer email list to show ads directly to your existing customers' accounts.

Capture leads

Lead generation campaigns turn fans into prospects without them ever leaving the app.

Ad Formats: Image and Video

The two most popular formats. Images stop the scroll, and video tells your story with motion and sound.

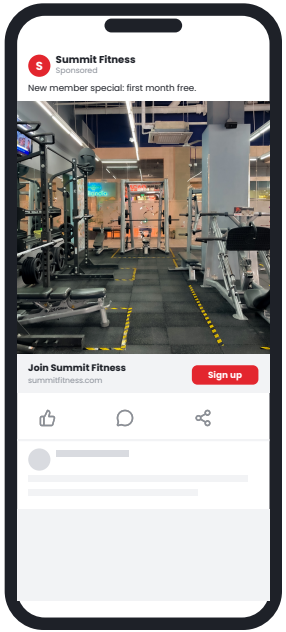


Image: Facebook feed

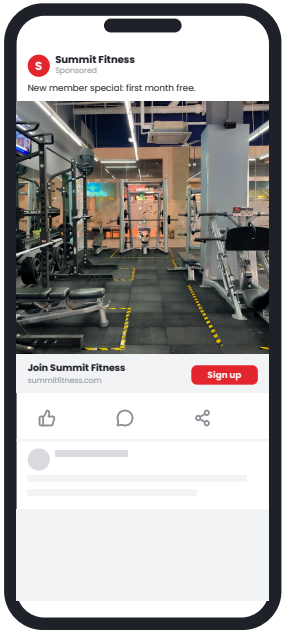
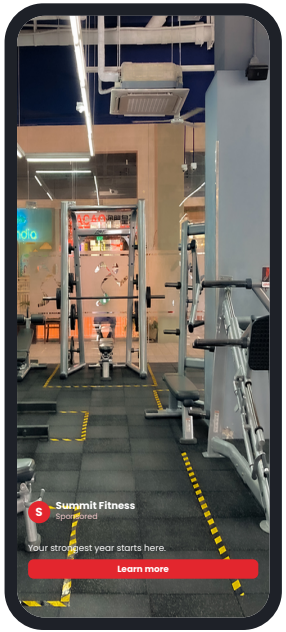
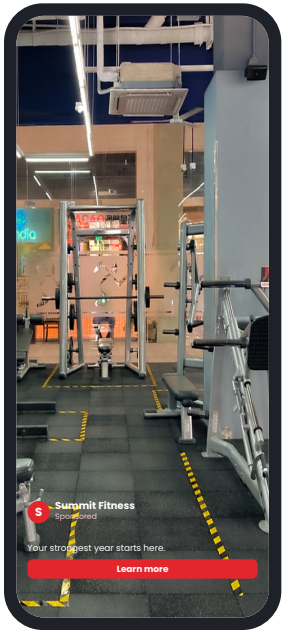


Image: Instagram feed

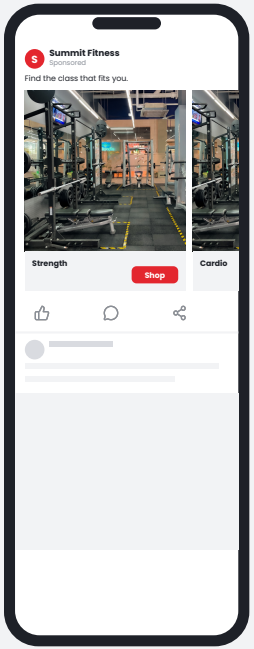


Video: Facebook



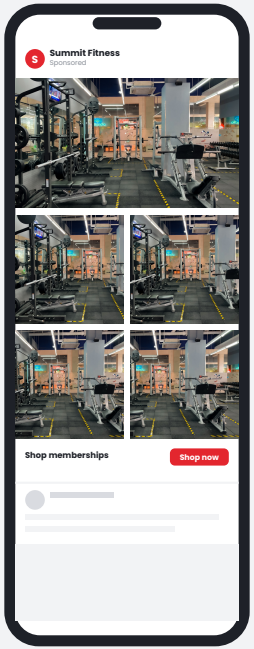
Video: Instagram Reels

More Ways to Tell Your Story



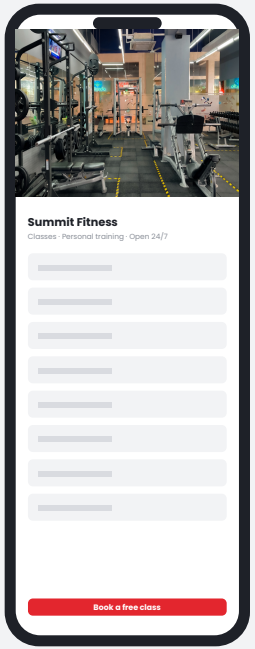
Carousel

Show several images or videos in a swipeable row. Feature different products, each with its own link, or tell your story step by step.



Collection

A large hero image or video with your products below it, so people see what you offer at a glance.

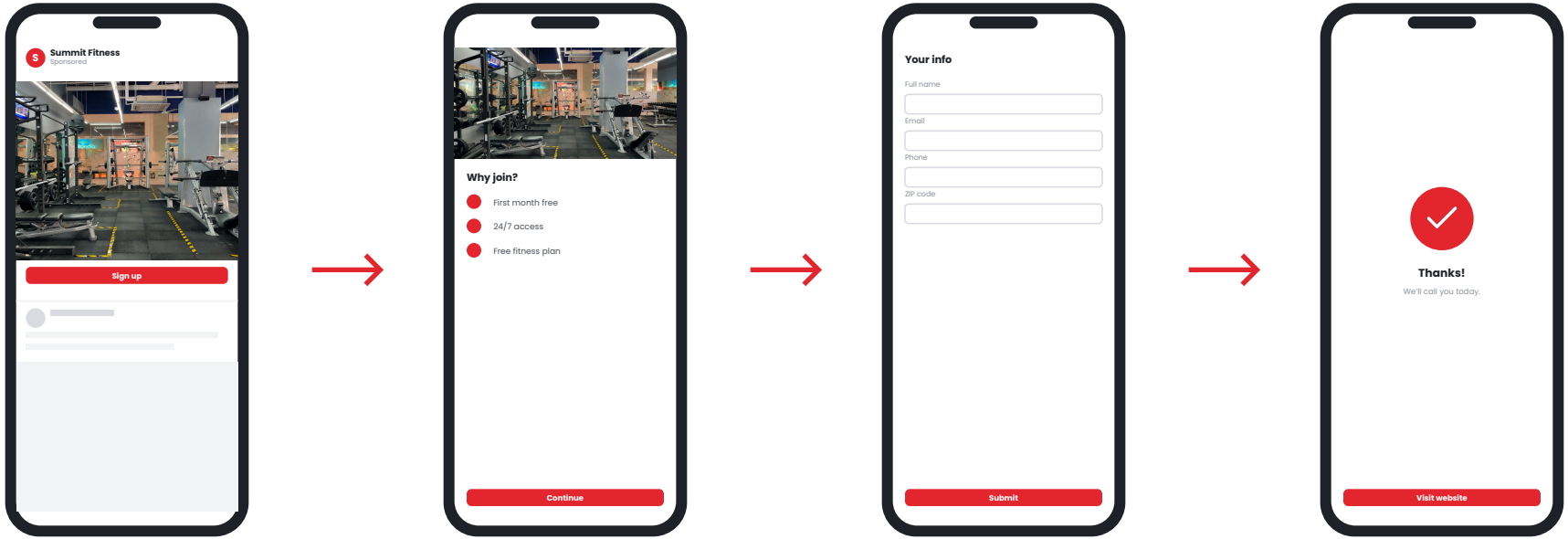


Instant Experience

A full-screen page that opens right inside the app, instead of loading your website. A faster path from interest to action.

Ad Format: Lead Generation

Capture people ready to act without making them leave Facebook or Instagram. Lead ads use the same precise targeting as other ads, but invite people to share their info right then.



Ad in the feed | **Summary of benefits** | **Short form (under 5 questions)** | **Thank-you page**

Lead generation campaigns require a minimum monthly budget. Ask us for details.

Targeting Options



Employment

Employer, industry, job title, and employment status.



Life events

Birthdays, new jobs, recent moves, newlyweds, and new parents.



Interests

Sports teams, hobbies, food and drink, entertainment, and more.



Custom audiences

Built from how people have interacted with you on Facebook, Instagram, your website, or your business.



Geography

People who live in, were recently in, or are traveling in specific ZIP codes.



Demographics

Gender, age, language, and income.

Facebook & Instagram Device ID

Device ID reaches people based on **the places they've visited in the past**. We build an audience from real-world location history, then publish it to Facebook and Instagram so your ads reach those people as they scroll.

Targeting options

- Visitor targeting
- Demographic targeting
- Category targeting
- Household extension

Reports included

- Audience insight report
- Foot traffic attribution

Device ID runs on Facebook and Instagram together. Address-match reporting isn't available for social campaigns.



Why Max Media?



Done for you

We plan, build, launch, and optimize your campaigns, so you can focus on running your business.



Live reporting

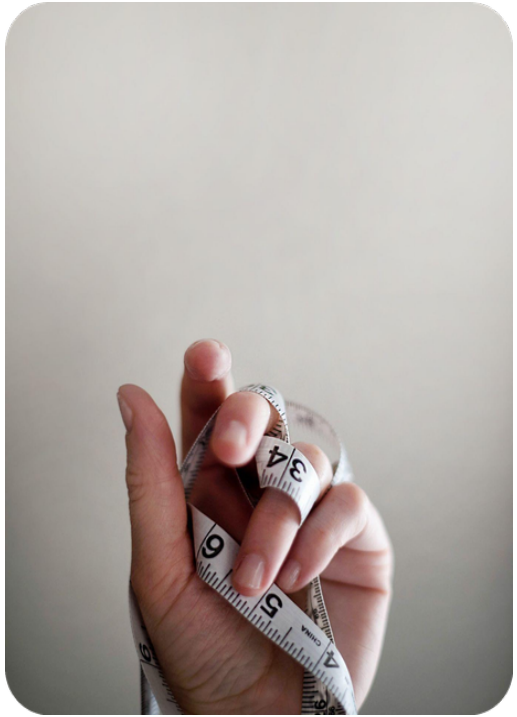
Your dashboard gives you full transparency into how your campaigns are performing, any time.



Your brand, protected

We turn off Meta's automatic AI creative changes by default, so your ads always look exactly as approved.

Case Study: Fitness



Client Wellness and weight-loss center

Campaign length Eight months

Objective Maximize reach and increase new member registrations.

Solution

- A/B tested different ads with different audiences to learn which message worked best for whom.
- Targeted higher-income households interested in fitness, wellness, and weight loss.
- Matched the best-performing ads to the audiences that responded to them most.

5,000+
clicks

0.58%
click-through rate

Results from a single advertiser; individual results vary.

MAX MEDIA DIGITAL

Let’s get you **in the feed.**

Tell us your goals. We’ll build the audience and the ads.

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