



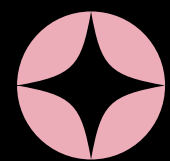
# SERVICES & PRICING

HOMEPAGEADVERTISING.CA | @HOMEPAGEADVERTISING



# SERVICES AT-A-GLANCE

- Social Media Management
- Paid Advertising Management
- Graphic Design
- Influencer Marketing
- PR
- Extras



[HOMEPAGEADVERTISING.CA](http://HOMEPAGEADVERTISING.CA)



# SOCIAL MEDIA MANAGEMENT

CONTENT CREATION +  
SCHEDULING/POSTING +  
ACCOUNT MONITORING

**\$400/Month**

**BEST  
VALUE**

**\$700/month**

**\$1000/month**

## WHAT YOU GET

- 1.5 hours of monitoring/week
- Approx. 100 followers/month (combined all platforms)
- **3 posts/week (max 2 platforms)**
- 1 social media schedule/2 weeks
- 1 analytic report/month

## WHAT YOU GET

- 3 hours of monitoring/week
- Approx. 200 followers/month (combined all platforms)
- **4 posts/week + stories (max 3 platforms)**
- 1 social media schedule/2 weeks
- 1 analytic report/month

## WHAT YOU GET

- 5 hours of monitoring/week
- Approx. 300 followers/month (combined all platforms)
- **5 posts/week + stories (max 4 platforms)**
- 1 social media schedule/2 weeks
- 1 analytic report/month

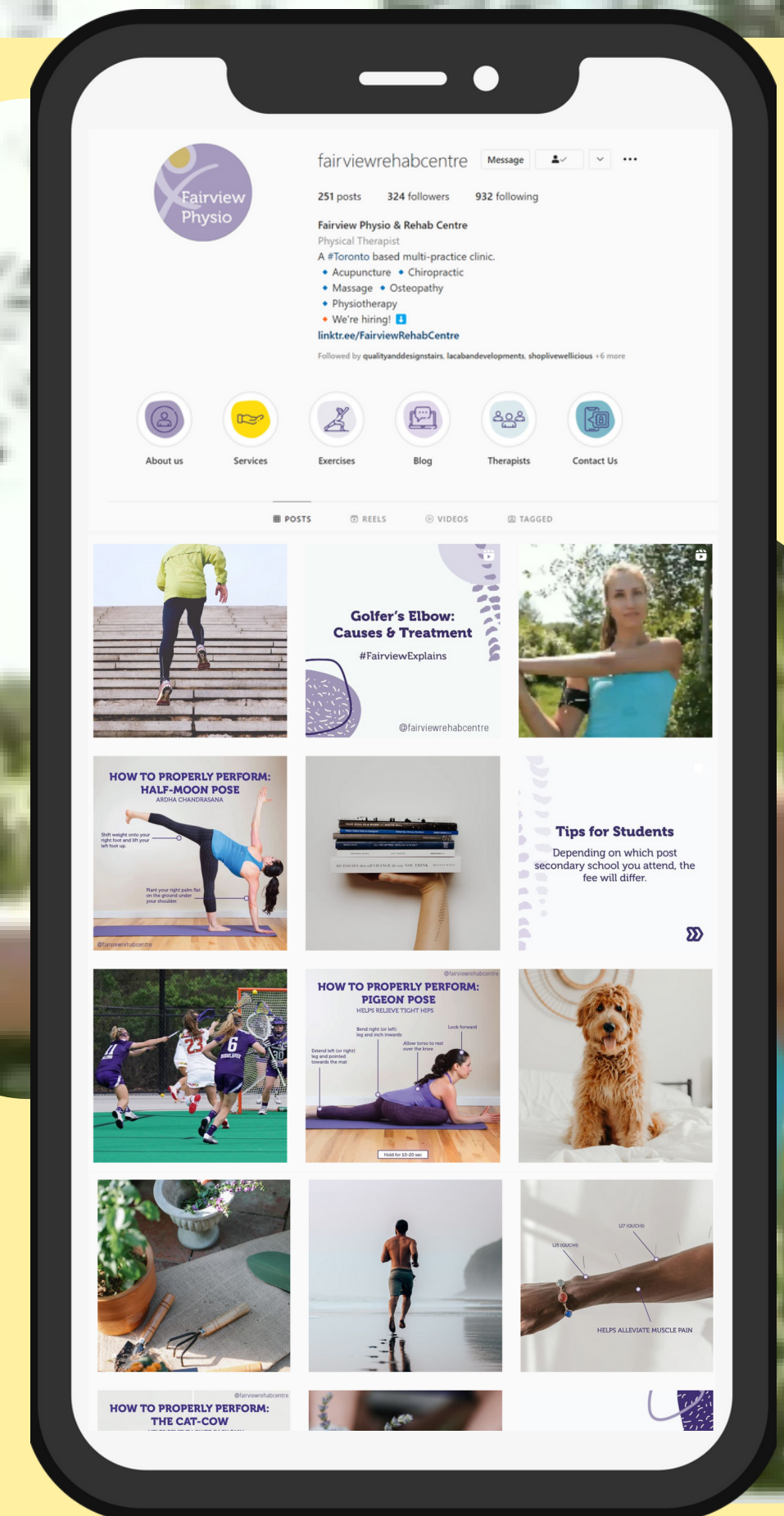
# 1. CASE STUDY

## SOCIAL MEDIA MANAGEMENT

Posting but not seeing results? Fairview Rehab Center was regularly active on social media, but lacked direction or strategy. HPA was able to quickly change this! Within just a month of Home Page taking over, we were able to gain:

- + 30% Increase in followers vs month prior
- + 43.6% increase in profile visits vs month prior
- + 1910% increase in impressions vs month prior
- + 5,176% increase in accounts reached vs month prior)

WITHOUT ANY paid spend!





# 2. CASE STUDY

3X the engagement rate per post

Udderly Ridiculous Ice Cream was posting regularly, but had a lack of creative vision/branding or guides lead to low engagement.



## your flavour horoscope

<b>leo</b> For the sign that thrives in the summer <b>LEMON CREAM</b> 	<b>virgo</b> Clean and classic for this Earth sign! <b>VANILLA BEAN LAVENDER</b> 	<b>libra</b> For the sign that can't choose: have both! <b>COFFEE &amp; CRAFT BREW</b> 	<b>scorpio</b> Dark, rich (and just a little mysterious?) <b>WINE &amp; DARK CHOCOLATE</b> 
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After one year, Home Page produced a 9.31% average post engagement rate vs 3.6% in 2020 through kick-ass creative vision/branding, engaging post content and capturing/producing fun, bright video/imagery.



# PAID ADVERTISING

# PEANUT-FREE



**FB/ IG**

Creation, deployment,  
optimization, reporting  
**\$200/Campaign**



**Twitter**

Creation, deployment,  
optimization, reporting  
**\$200/Campaign**



**YouTube**

Creation, deployment,  
optimization, reporting  
**\$300/Campaign**



**Google Display**

Creation, deployment,  
optimization, reporting  
**\$300/Campaign**



**Other**


Contact for more info  
**Rate TBD**




**Udderly Ridiculous**  
 Sponsored · 🌐

Made with 100% Canadian goat milk. Contains no A1 casein, and is lactose-friendly, allergen-friendly, creamy, gourmet and was ...[See More](#)

**UDDERLY** *ridiculous*  
 “I literally can’t pick a favourite and I’m not just saying that”



UDDERLYRIDICULOUS.CA  
**The Gourmet Dessert**  
 Everyone's Raving About

LEARN MORE

**Client Ad Spent:**  
**\$700**

**Total Reach: 117,697**

**Total Impressions:**  
**175,697**

**Ad CPM:**  
**\$4.46**  
 (-\$5.64 vs FB  
 average CPM)

**Ad CPC:**  
**\$0.21**  
 (-\$0.76 vs FB  
 average CPC)

**Average CPE:**  
**\$0.068**  
 (-\$0.042 vs FB  
 average CPE)

# 3. CASE STUDY

FB + IG Advertising





explore.ontario • Follow  
Bright



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AUGUST 30, 2021



Add a comment...

# INFLUENCER OUTREACH

Partnering with the right people makes all the difference.

Rate: \$500 management fee/ influencer campaign



# 4. CASE STUDY

With just a \$350 investment with the RIGHT partner selected by Home Page, we were able to increase followers & awareness across the GTA overnight.

\$350 investment  
= 500+ followers  
and 30%  
increase in  
bookings



FREE contest  
collab = 1,500  
followers



Product  
coupon  
outreach =  
FREE promo



After one year, Home Page produced a 9.31% average post engagement rate vs 3.6% in 2020 through kick-ass creative vision/branding, engaging post content and capturing/producing fun, bright video/imagery.





# OTHER OFFERINGS

Home Page is also pleased to offer PR outreach, press release production/copywriting and execution, website/webpage design and strategy, graphic design for traditional and digital media, product/label design and more!







# LET'S CHAT

Contact Julia at [julia@homepageadvertising.ca](mailto:julia@homepageadvertising.ca)  
or by phone (416) 903-2740

