



SERVICES & PRICING

HOMEPAGEADVERTISING.CA | @HOMEPAGEADVERTISING



SERVICES AT-A-GLANCE

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



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

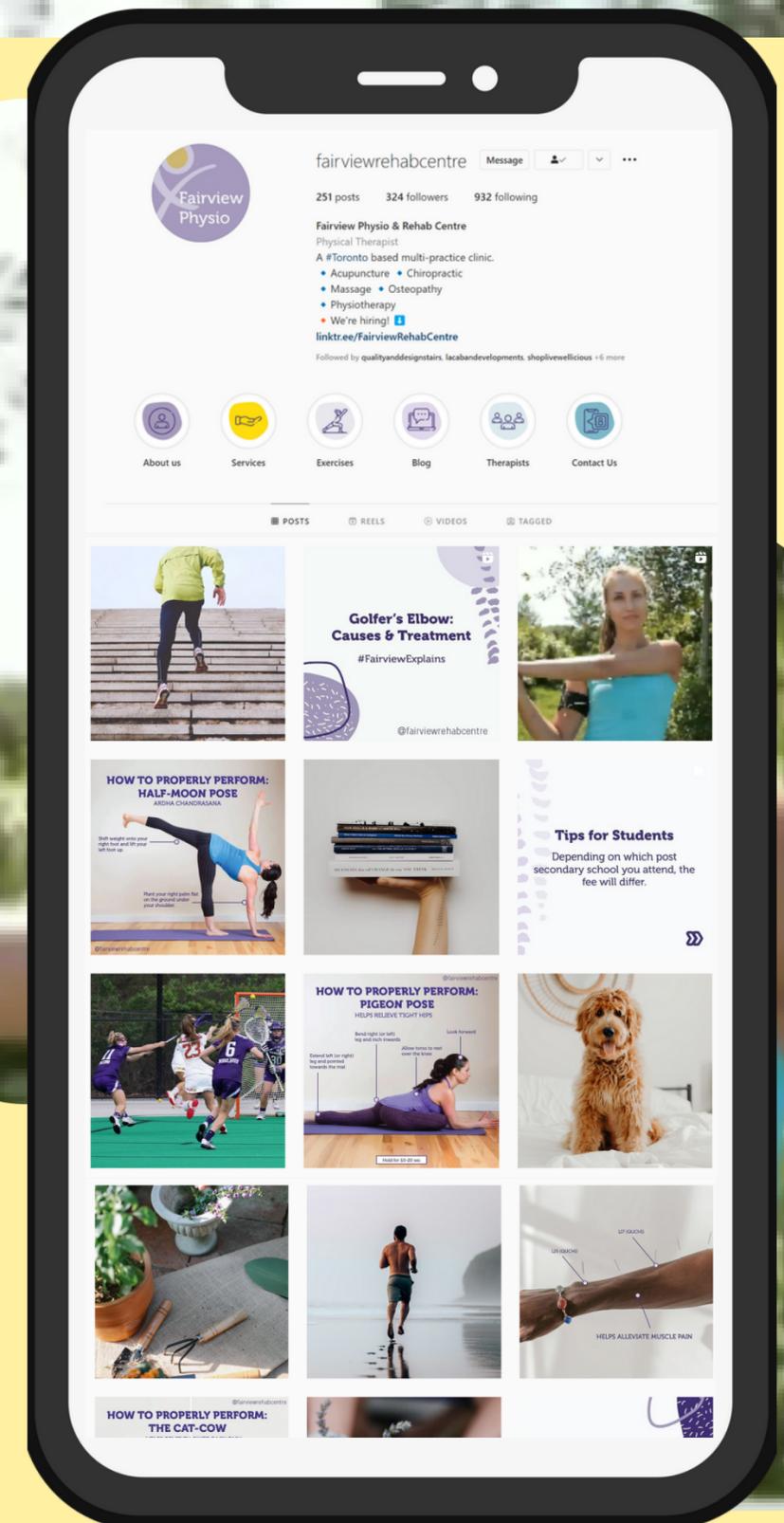
1. CASE STUDY

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!



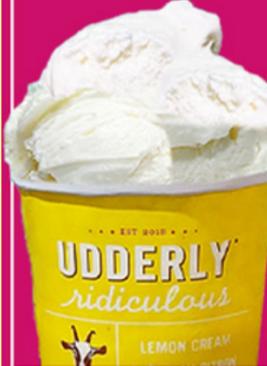
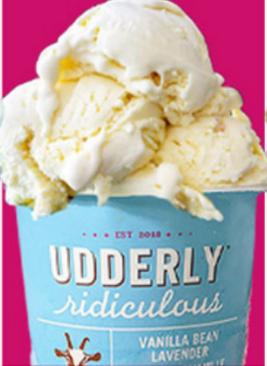
2. CASE STUDY

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

leo For the sign that thrives in the summer LEMON CREAM 	virgo Clean and classic for this Earth sign! VANILLA BEAN LAVENDER 	libra For the sign that can't choose: have both! COFFEE & CRAFT BREW 	scorpio Dark, rich (and just a little mysterious?) WINE & DARK CHOCOLATE 
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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



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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

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or by phone (416) 903-2740

