

How to Price Your Facebook Ads Management Services



FB Advertising
— Secrets —

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Do you run Facebook Ads for clients and are wondering if you are charging appropriately? Or maybe you are thinking about offering Facebook Ads Management and are wondering about how to structure your services.

The good news is there is no WRONG answer on how you structure your pricing except for charging too little!

In this free guide, I'll share with you different pricing models, how to set up your services, and how much you can make as a Facebook Ads manager.

WHY I WROTE THIS GUIDE

I started my business in 2009 helping people use social media to grow their business. And what I found out is that I also LOVE helping people start their OWN business from scratch. I love changing people's lives and helping them get out of the "traditional" job world.

When I was laid off from my job years ago, I had a 1 year old son at home. And I knew I never wanted to go back. I didn't want anyone else to control my destiny again but I was scared to start something on my own.

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When I started, I did a whole bunch of different things – I tried affiliate marketing, I did an in-home wine-tasting business (one of my personal favorites), I joined a network marketing company. But none of them worked as well as having my own business that I controlled and could easily scale.

Now, I've helped thousands of people start their own business both through my Social Media Manager School course (co-founded with my good friend, Phyllis Khare) and my Facebook Advertising Secrets course. And hopefully you will get some great value out of this guide to help you in your business as well!

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Pricing Models for Facebook Ads Management

There are basically 4 different pricing models for structuring your Facebook Ad Management services.

1. **Percentage of Ad Spend** – typically between 10-20% of the monthly ad budget. This is a fit for larger ad budgets.
2. **Flat Fee** – if you have a focused campaign during a bounded time period then a flat fee makes sense.
3. **Hourly Rate** – charge based on how long you spend doing the management and track your time.
4. **Monthly Retainer** – similar to the flat fee but an ongoing fee depending on a general number of ads you are running each month.

You can decide what is right for you and the type of businesses you serve.

Typically the percentage of ad spend would only work if the client was spending over \$5000 per month in Facebook Ads. The percentage can scale up or down depending on the spend and how complex the campaigns were.

A flat fee works well for something like a launch where you might be working with a client over a period of a month or two with a set number of ads during the campaign.

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I don't usually recommend hourly rates unless you are doing a variety of services for a client and the Facebook Ad management is part of everything you are doing.

I think the client prefers to know up front how long you think it will take and what the cost will be. But sometimes I will work with a client in coaching them through setting up ads while recording the call so that they can see how it's done the first time and we get the ads set up and running. Then they can continue the management from there.

A monthly retainer works well when you know exactly how many ads your client needs each month and you have a good handle on the time it takes you.

In all of these packages make sure you spell out how much contact you will have (some clients can get a little excessive with email and/or phone calls), how many revisions to the creative are included, and if there is a one-time setup fee.

Structuring your Facebook Ads Services

Typically Facebook ads for a new client require a setup fee but that can also depend on what they already have in place.

Your first step will be to find out how much work they have done in the past and how much you will need to do. To calculate your setup fee you need to determine:

1. Do they have the Facebook Pixel installed on their website?
2. Do they have conversion tracking in place?
3. Have they tested audiences in the past that you can use?
4. How many custom audiences will you need to set up?
5. Do they need advice on their landing page?
6. Do you have some initial research you need to do on their targeting? (You may put this in the setup or in the monthly fee.)

Once you have that information, you can calculate how long it will take you to do the initial setup work for the client (more on calculating your pricing in a bit).

If you are doing the Percentage of Ad Spend or the Hourly Rate pricing models then calculating your fees is easy. But for the Flat Fee or Monthly Retainer models, you should calculate your fees based on the work involved.

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Here are some of the things you will need to estimate in order to calculate how much to quote:

1. Initial consultation with the client – I think it's a good idea to allow for at least a 30 minute consultation at the beginning as well as information you may gather in a form.
2. Research time – how long do you need to research keywords and targeting.
3. Creating the ad plan – if this is a launch, you will need to have different types of ads during the cycle of the launch.
4. Image creation – how many images will you be providing and how long does it take you to create them (or how much to outsource).
5. Writing the ads – good copy is critical for ads and you will want to vary your copy to test what works. This also may be co-created with the client.
6. Getting approval from the client – you need to have an approval process so that the client can make sure the ads fit with their branding and voice.
7. Uploading the ads – depending on how many split tests you may have, this can take a while.
8. Monitoring the ads – daily time to check that the ads are performing well.
9. Communication with the client and final report – you may have weekly updates, daily messages, and a final report

Add up the time that this will take multiply that by your hourly project rate that you charge for clients. Make sure you also add in some buffer time for segments of the process to go over the time you estimated.

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When You are New

When you are new, running Facebook ads and designing campaigns may take more time than you feel it should. Make sure you are putting boundaries on your time and not trying to research every possible keyword out there, for example.

The other challenge when you are new to the business is that you don't know how to estimate how long things might take. One of the solutions is to be your own first client and time the tasks. And as you get faster, your margins increase as you put your systems in place and get better at the tasks.

Have a system for creating new campaigns. For example, my 10-ad and 20-ad packages are all structured exactly the same as far as how long each ad will run, what types of things I'm testing at every stage, and how I know that the ad is working.

As you gain experience and credibility in the market, you can charge a higher project rate. You can have a great full-time or part-time business managing ads for clients.

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How Much Can You Make

Running ads for clients is an easily scalable business where you can earn an extra \$500 - \$1000 per month with 2-3 clients working part time. Working part time typically takes 5-10 hours per week with a fairly flexible schedule. But you also have to build in time for marketing your business either through in-person networking and/or marketing your business online.

If you are working full time you can have 10 or more clients depending on how many ads they are running. For some size campaigns and monitoring you can charge \$1000/month, others you can charge \$2500 or \$5000/month for much larger campaigns.

Large agencies typically don't service clients with less than a \$10,000/month budget and that's where the opportunity is for consultants and smaller agencies. Because businesses with smaller budgets need help too and want to outsource their ad campaign management.

My Facebook Ads business is more part-time where I manage 5-10 ad clients at a time because I do other things like speaking (which could be considered part of my business since I speak about Facebook Ads) and I work on my Social Media Manager School course. But I know at any time, I could scale it larger if I wanted. And that is a powerful feeling to not be tied to a specific income, or employer who might lay me off at any time. Sure, there is risk involved in starting your own business. But a traditional job is risky too!

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I love the flexibility and location-independence that this career gives me. But one of my favorite things is helping clients grow their business and change their lives. You get to work with an interesting variety of clients who appreciate your work - because they don't have to do it!

*Earnings Disclaimer: The income presented here is for example purposes only and income is not guaranteed. There is work involved! I cannot guarantee the level of success you may experience. Each individual's success depends on his or her background, dedication, desire and motivation. The business presented here is one that you start on your own. I cannot guarantee your future results and am not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of my information.

Are You Ready for What is Next?

If you found this report valuable, you should know that my FB Advertising Secrets course has the system you need to build your Facebook Ads business. You get all the strategy to create ad campaigns that convert as well as all the business building lessons to have a steady stream of new clients.

The Agency level of the course includes proposal templates, campaign design, report templates, and other resources that will save you HOURS of work. Plus, I'll be with you in the private Facebook Group giving you specific advice on how you can grow your business. Get all the details here:

<http://fbadvertisingsecrets.com/>

Hope to see you in the course! *Feel free to contact me at Andrea@AndreaVahl.com with any questions.*

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Andrea Vahl is the co-author of Facebook Marketing All-in-One for Dummies – all 3 editions. She was listed on Entrepreneur.com: 50 Favorite Online Marketing Influencers — and on Inc Magazine: 21 Best Blogs That Will Help You Grow Your Business and on Kim Garst’s – Top 30 Women in Social Media and on many more social media influencer lists. She’s an international speaker and a top trainer for Facebook Advertising at conferences all over the world including all 6 years of Social Media Marketing World. And in her spare time does award-winning stand-up comedy in Colorado. Get more information at www.andreavahl.com

