SearchGroup

TWITTER PLAN COMPARISON

Reach more people and drive conversation on Twitter. Send people to your site to purchase, signup etc. Get people to install or engage with your mobile app. Grow your community of followers on Twitter or collect email addresses from people who express interest in your offer.

	CONNECT ME	GROW ME
	Ideal for reinforcing brand presence, increase your reach amplification using specifically crafted campaign tweets, linking to your landing page(s), mobile app, building followers or collecting email addresses.	Ideal for creating initial brand presence, increase your reach amplifying your selected current tweets, or specifically crafted campaign tweets, linking to your landing page.
CAMPAIGN SETUP	$399 + gst	$299 + gst
Account Setup	✓	✓
Conversion Code Installation	✓	✓
Google Analytics Setup	✓	✓
Google Analytics Setup-Goals	✓	✓
Geo Target	Multiple Location	Single Location
Campaign	4	2
Keyword Research and Selection	✓	✓
Creative Ads Development	✓	✓
Conversion Tracking	✓	✓
Website Cards Created	✓	–
TARGETING CRITERIA		
Keywords	✓	✓
Followers	✓	✓
Interests	✓	✓
Tailored Audiences	✓	–
Gender	Any Gender	Any Gender
Languages	Specific Filtering	Any Language
Devices	Specific Filtering	All Platforms/Carriers
CAMPAIGN OBJECTIVE		
Website Clicks or Conversions	✓	✓
Tweet Engagements (retweets, replies, favorites)	✓	–
App installs or app engagements	✓	–
Grow Followers	✓	–
Collect email leads	✓	–
REQUIREMENTS		
Thank You Page	✓	✓
Custom Landing Page	✓	✓
Contact Form Page	✓	✓
MEDIA BUDGET		
Media Budget	min. $1,000 p/m	min. $500 p/m
REPORTING		
Monthly Report	✓	✓
	From $449 + gst p/m	From $249 + gst p/m

**Image artwork to be provided by the client, copyright ownership certified or else stock art image will be used at an additional cost.*

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