

Alt Image Design Client Update Report

META & GOOGLE ADVERTISING • v1.2 28/01/22



Alt Image Design | 2021 Quick ReCap

- **Up to 50% of all Perth residents saw an advertising campaign created by Alt Image Design.**
- **Clients received 11% more clicks compared to other competitors in their price range.**
- **More businesses chose to sign-up with Alt Image Design during 2021 compared to previous years.**
- **Clients with Alt Image Design had x2 lower billing cost than most of our competitors**

2021 was our best year yet for both us & our clients.

We plan on keeping our costs low despite recent change in the advertising space.

Find out more about upcoming changes in this PDF.



Facebook & Instagram Changes

Expected Roll Out

Jan - March 2022

What's Happening?

- Cost Increase
- Campaign Updates
- User Data Policy

Update Info: Facebook & Instagram

Cost Increase

- Since Nov 2021. Advertising costs have increased. To stay competitive in the digital advertising space. Clients may need to increase their budget up to 5% in some cases.

Compared to other agencies. Alt Image Design has kept prices consistent thanks to previous small updates & changes to all clients advertising campaigns throughout 2021 in preparation for 2022.

If you decide to opt out of the 5% increase. Advertising results may be lower than expected for your campaigns across Meta Platforms.

This increase is due to ongoing issues & policy changes at Meta and across the web.

To learn more about these price increases It's recommended to talk to us directly.

Updates & User Policy

- Updates to campaign structures
- User data policy changes

Since mid 2021. You may have heard about the ongoing disputes between Facebook (Meta) & Apple over privacy and user data.

In an attempt to become more transparent, Meta is frequently updating and making changes to how it's users data is used and who can use it.

Marketing agencies rely on this kind of data to help businesses advertise to relevant customers. The less data Meta has to offer, the higher the cost of advertising becomes as it's harder for both agencies & Meta to find reliable audiences to reach.

Alt Image Design has stayed ahead of planned data changes such as the introduction of IOS14 in 2021 as Apple users could no longer be tracked or advertised to as effectively.

In March 2022. New changes are being rolled out. Changes to who & what we can advertise have begun to change. Due to all Alt Image Design clients being involved in trade, construction & service based industries. These Changes should have little effect on advertising campaigns.

LEARN MORE ABOUT THESE UPDATES

IOS14 Update: <https://www.facebook.com/business/help/331612538028890>

Audience & Social Issue Update: <https://www.facebook.com/business/help/458835214668072>



Payment System & Database

Expected Roll Out

March 2022

What's Happening?

- Streamline Payment Process
- Automatic Billing Option
- New Price Guides & Ecosystem



Payment Ecosystem Update

Tier System & Core Services

To keep up with client demand, Alt Image Design is changing how we offer our services. These changes will not affect current ongoing clients.

Alt Image Design would like to introduce our new Payment Ecosystem.

We have updated the way our services are used. Splitting service types into two main categories.

CORE SERVICES & ADDITIONAL SERVICES.

Explained Simply:

Core Services are your marketing/advertising campaign(s). This is an all inclusive cost of creating & managing your campaigns.

Additional Services are things extra to your online advertising campaign. This can include one off services. Things like Video, Photography, Website, Promotional Design.

To gauge & simplify Core Services, Alt Image Design has new tier based pricing system.

These tiers are not a final price, but more of a basic guide to pricing your advertising budget.

*Request our price guide to learn more about our Tier System.

ONLINE PAY & AUTOMATIC BILLING UPDATE:

From March 2022, Alt Image Design will be updating our customer database. Clients will receive a new type of monthly invoice. These invoices can be paid directly online or you can opt into our automatic billing system. This automatic billing system will not affect the cost of your overall budget or contract but serves as a way to simplify our end user experience.

With the launch of our new database, Alt Image Design is looking for ways to improve our client experience. Reward, Referral & Loyalty programs are looking to be implemented sometime this year to thank our long time & ongoing clients we have worked with over the last 3 years. Other features are looking to be added shortly.



Business & Community

Website Update

March/April 2022

Community & News Update 2022

- New forum
- Monthly news & updates
- Articles & marketing news