

# Paid Ads

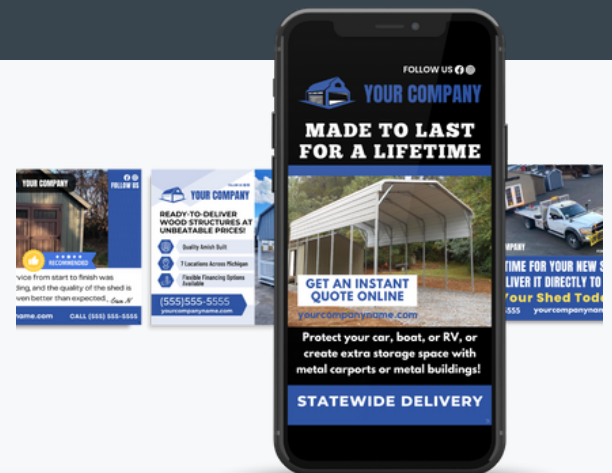
POWERED BY DESIGN SQUAD MEDIA



## Drive More Traffic to Your Site

We've partnered with Design Squad Media to offer professional Paid Ads services specifically designed for builders and manufacturers using IdeaRoom.

Whether you're just getting started or ready to scale, our Paid Ads services help you show up in search results, stop the scroll on social, and send qualified buyers straight to your IdeaRoom experience.



## GOOGLE ADS LITE PACKAGE

Perfect for smaller businesses looking to dip their toes into Google Ads without a big commitment.

Recommended for businesses spending minimum \$600/month on ads.

- One campaign setup
- Basic keyword research
- Ad copywriting for one ad group
- Monthly budget monitoring and light optimization
- One revision per month
- Monthly PDF performance report
- Basic tracking tools

**\$295/mo**  
(Plus Ad Spend)

## GOOGLE ADS STANDARD PACKAGE

The Google Ads Standard Package is ideal for businesses looking to increase website traffic, capture high-converting leads, and drive immediate search visibility through Google ads.

- Complete ad strategy, design, and copywriting
- Google keyword research and campaign setup
- Conversion tracking setup and integration
- Weekly ad scheduling and budget management
- Campaign optimization and A/B testing
- Ad extensions and geographic targeting
- Ongoing campaign performance reviews

**\$1,500/mo**

(Plus Ad Spend)

## FACEBOOK ADS STANDARD PACKAGE

The Facebook Ads Standard Package is built for businesses ready to generate high-quality leads and increase visibility through targeted Facebook ads.

- Complete ad strategy, design, and copywriting
- Target audience research and setup
- Conversion tracking setup and integration
- Weekly ad scheduling and budget management
- Campaign optimization and A/B testing
- Ad extensions and geographic targeting
- Ongoing campaign performance reviews

**\$1,500/mo**

(Plus Ad Spend)

## Standard Paid Ad Packages Include:

- Lead tracking and monitoring tools
- Two-way text & email conversations
- Reputation management system
- AI chat widget for your website
- Missed call text back
- AI automations for instant follow-ups
- Sales pipeline & marketing reporting
- Call/text tracking & recording

## FULL-SERVICE MARKETING

- **Facebook Ads:** Strategy, design, copywriting, scheduling, targeting, retargeting, and optimization
- **Google Ads:** Keyword research, ad creation, budget management, and conversion tracking
- **Ad performance monitoring** and monthly refreshes
- **Full reputation management:** Google 5-star review strategy, automation, and tracking
- **Automated follow-up systems** and lead nurturing campaigns
- **Daily lead reporting** and tracking through Lead Pro dashboard
- **Email marketing campaigns**
- **Dedicated team** optimizing your marketing campaigns

**\$3,850/mo**  
(Plus Ad Spend)

### EXCLUSIVE OFFER FOR IDEAROOM CLIENTS

As a valued IdeaRoom client, you're eligible to receive 50% off your first two months of Standard Paid Ads services or Full-Service Marketing. This is a risk-free, month-to-month opportunity to experience the value of working with Design Squad Media.

*Please note: this offer excludes the Google Ads Lite Package.  
Ad spend not included.*

**2 MONTHS  
50% OFF**

## Design & Setup Process

### 1 DISCOVERY CALL

DAY  
1

We start with an introductory meeting to understand your business, audience, and goals.

### 2 BRAND ASSET COLLECTION

DAY  
1

Send us your logo, photos, brand colors, and website info.

### 3 AD DESIGN + COPYWRITING

DAY  
5

Our talented design team gets to work creating your ads and writing compelling copy.

### 4 PLATFORM SETUP

DAY  
5

We assist you with setting up lead tracking tools and teach you how to use them.

### 5 REVIEW & REVISIONS

DAY  
10

We'll meet with you to go over the campaign and the ad design. We'll make any revisions before it goes live.

### 6 LAUNCH & SUPPORT

DAY  
15

Once approved, we go live and support you. We will go over your campaign progress and make changes monthly based on performance.

*Timeline subject to change depending on various factors including initial content delivery by Client as well as feedback delivery timing*

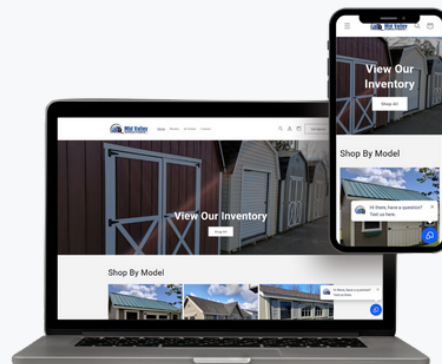
# Websites

POWERED BY DESIGN SQUAD MEDIA



## Lead Generating Websites Built to Integrate with IdeaRoom

Our website packages are designed to work hand-in-hand with IdeaRoom, giving your configurator a professional, high-converting home. We build fast, mobile-friendly sites that drive traffic, capture leads, and turn clicks into customers so you can get the most out of your IdeaRoom investment.



## STANDARD

Our Standard Plan includes a custom designed one page website, custom domain, hosting, and a variety of lead capturing tools to help your business grow.

- 1 Page Site
- Custom Domain
- Hosting
- 2-Way Text & Email Conversations
- Text Messaging Notifications
- Missed Call Text Back
- Facebook and Instagram Messaging
- Web Chat Widget
- Lead Collecting Forms

**\$97/mo**

(Hosting Included)

## PROFESSIONAL

Our Professional Plan includes everything in the Standard Plan and the following features:

- 1-15 Pages
- Sales Lead Tracking
- Sales Funnels
- Lead Survey Forms
- Calendar Bookings
- Customer Notes
- Automated Customer Follow-ups
- Social Media Planner & Scheduling
- Blogs
- Facebook and Google Ad Manager
- AI Automations and Triggers
- Sales & Marketing Reporting
- Call Reporting
- SMS & Email Templates

**\$297/mo**

(Hosting Included)

A one-time setup fee of \$500 applies to all of our website packages. This fee covers hosting, domain name purchase or transfer (including a 1-year renewal on GoDaddy if required), seamless integration of Lead Pro and IdeaRoom software into your website, and comprehensive project oversight. Pricing is based on a one-year commitment with automatic monthly renewals thereafter.

## Let's Get You Leads!



**IdeaRoom**



**Design Squad  
MEDIA**

As an IdeaRoom partner, Design Squad Media knows how to send motivated, qualified traffic straight into your configurator. Every campaign is designed to support the quoting process, drive engagement, and get buyers one step closer to purchasing.

**Ask your IdeaRoom representative to get started.**

We'll handle the rest—from setup to launch.