


META ADS MANAGEMENT QUOTATION


(Facebook & Instagram Advertising Services)

Prepared By:

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Meta Ads Handling – Monthly Quotation

Paramwebinfo proposes to manage and optimize **Facebook & Instagram (Meta) Advertising Campaigns** for your business to generate leads, brand awareness, and sales through professional campaign setup and optimization.

Service Charges (Monthly)

Ad Budget Range	Monthly Management Fee
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Up to ₹20,000	₹3,999 / Month
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₹20,000 – ₹50,000	₹6,000 / Month
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Around ₹1,00,000 Budget	₹10,000 / Month
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 **Ad Budget is separate and paid directly to Meta (Facebook).**

Scope of Work

Campaign Management

- Setup of **3–4 Advertising Campaigns**
- Campaign structure planning
- Ad group and audience setup

Targeting & Strategy

- Audience research and targeting
- Location based targeting
- Interest and behavior targeting
- Remarketing setup (if applicable)

Optimization

- Campaign performance monitoring
- Ad performance optimization
- Budget adjustment recommendations
- Conversion improvement strategies

Reporting

- Monthly performance report
 - Leads / reach / engagement insights
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Creatives & Design

- **Ad Creatives / Design Cost: Extra**
 - Images, banners, or videos can be designed separately as per requirement.
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Client Responsibilities

Client will provide:

- Business information
 - Product / service details
 - Logo and branding materials
 - Landing page or website (if required)
 - Lead contact details
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Terms & Conditions

1. **Ad Budget Not Included**

Advertising budget will be paid directly by the client to **Meta (Facebook / Instagram)**.

2. **Payment Terms**

Monthly management fee must be paid **in advance before campaign start**.

3. **Design Charges**

Any graphic design, video, reel, or additional creative will be charged separately.

4. **Campaign Duration**

Minimum recommended campaign duration is **30 days** for proper optimization.

5. **Lead / Sales Guarantee**

Paramwebinfo will optimize campaigns professionally, however **exact number of leads or sales cannot be guaranteed** as it depends on market demand, competition, and product quality.

6. **Ad Account Access**

Campaigns will be managed through **client's Meta Ads account** whenever possible.


7. **Pause / Cancellation**

Client can pause campaigns anytime with **7 days prior notice**.


 **Contact Details**

Paramwebinfo

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