



Paid Advertising & Lead Generation

Service Delivery

FRIZBO
SALES & MARKETING HUB

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Service Overview

01

PHASE

Strategy

Deep research, planning and content creation to dive into your brand and customer avatars.

03

PHASE

Optimisation

Analyse and make data driven decisions about your ads results in real time.

02

PHASE

Ads Launch

Run all paid and organic funnels to main offers to amplify sales opportunities

04

PHASE

Scaling Spend

Use all data to scale up the strongest ads, offers, content and campaigns.



Our Paid Advertising approach is built on a full-funnel strategy designed for scalable growth. We start by deeply understanding your brand and ideal customers, crafting messaging that resonates. From there, we launch targeted campaigns that drive traffic and conversions. As results come in, we optimize continuously—adjusting in real time based on performance data. Finally, we double down on what works best, scaling your ad spend intelligently to maximize ROI and revenue.

Understanding your journey

→ SCHEDULE FOR DELIVERY

- Agree Key Dates
- Access to Assets
- First Draft Delivery
- Launch Date Bi-Weekly
- Call Date Reports Date

→ ACCESS TO ASSETS

Connect the:

- FB & IG Pages
- AD Account
- Media Folders
- CRM Logins

→ CAMPAIGN BUILD

- Key Performance Indicators
- Conversion Goals
- Budgets
- Product URL's
- Master Spreadsheet
- Campaign Key Dates
- In Format Mock Up

→ FIRST DRAFT

- Proof Read and Confirm
- Amendments & Final Draft Delivery
- Sign Off

→ CAMPAIGN LAUNCH & SUPPORT

- Launch Campaign
- Optimise & Monitor Campaigns
- Keeping KPI's Top Of Mind
- Task Logging & Keeping You Informed

→ REPORTS

- KPI Targets VS ACC Performance
- Challenges In Campaign
- Spotlight of Best Performing Ads
- & Audiences
- Next Actions & Leadership Campaign

Custom Final Strategy

The Strategic Planning and Discovery Phase enables our strategy and brand team to develop campaign concepts that are aligned with your goals and brand identity.

With a clear understanding of your objectives and desired outcomes, we turn our insights into a purposeful approach that drives business growth—while balancing the needs of both your brand and your audience.



Advertising Deliverables

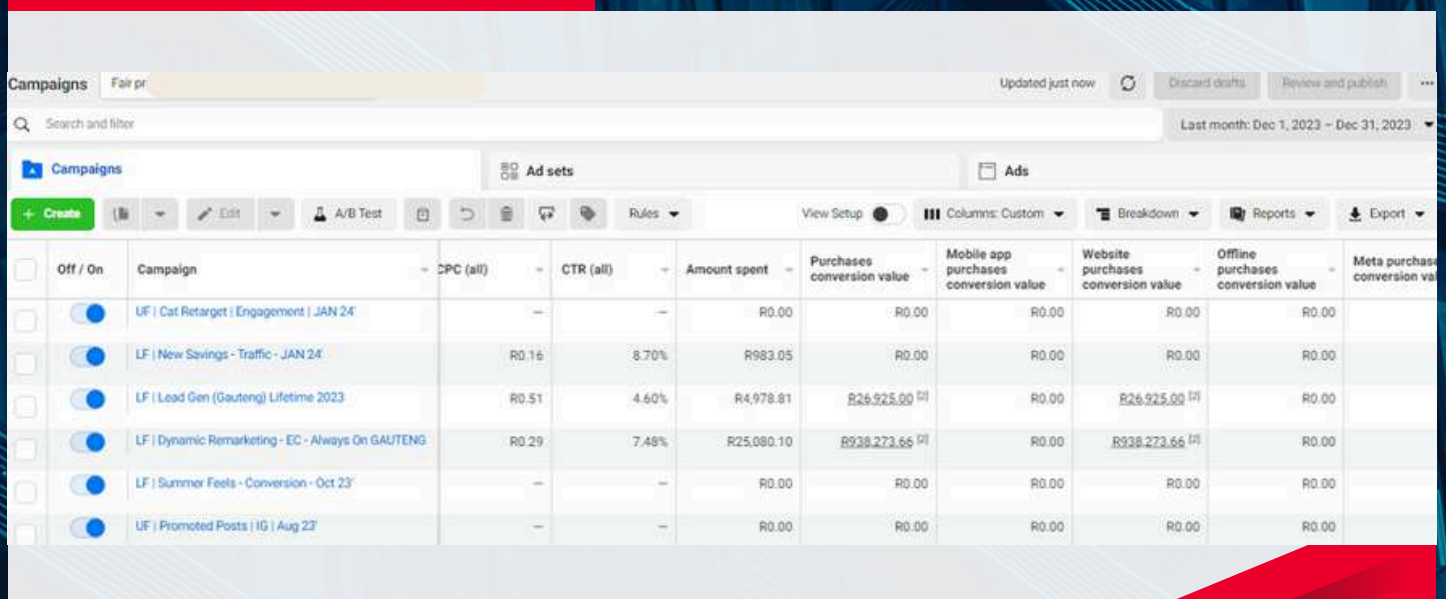
- Meta, LinkedIn, google Advertising
- Custom Ads Marketing Strategy
- Custom Ads Re-targeting Strategy
- Bi-Weekly Support of All Campaigns
- A/B Split Testing
- Ad Creative
- Ad Copywriting
- Audience Targeting & Creation
- Campaign Optimisation and Analysis



Our Results

Fair Price

Generated a 32X ROAS in one month by leveraging data-driven dynamic retargeting, AB targeting and optimizing ad creatives for high conversion. Experimented with various campaign angles such as Lead generation and Traffic campaigns and continuously tested new ad sets to identify top performing assets



The screenshot displays the Facebook Ads Manager interface. At the top, there's a search bar and filters for 'Campaigns' and 'Fair price'. Below this, a table lists various campaigns with columns for 'Off / On', 'Campaign', 'CPC (all)', 'CTR (all)', 'Amount spent', 'Purchases conversion value', 'Mobile app purchases conversion value', 'Website purchases conversion value', 'Offline purchases conversion value', and 'Meta purchase conversion value'. The table shows several campaigns, with the 'LF | Dynamic Remarketing - EC - Always On GAUTENG' campaign highlighted in blue, showing a CTR of 7.48% and a purchase conversion value of R938,273.66.

Off / On	Campaign	CPC (all)	CTR (all)	Amount spent	Purchases conversion value	Mobile app purchases conversion value	Website purchases conversion value	Offline purchases conversion value	Meta purchase conversion value
<input type="checkbox"/>	UF Cat Retarget Engagement JAN 24	---	---	R0.00	R0.00	R0.00	R0.00	R0.00	R0.00
<input type="checkbox"/>	LF New Savings - Traffic - JAN 24	R0.16	8.70%	R983.05	R0.00	R0.00	R0.00	R0.00	R0.00
<input type="checkbox"/>	LF Lead Gen (Gauteng) Lifetime 2023	R0.51	4.60%	R4,978.81	R26,525.00	R0.00	R26,525.00	R0.00	R0.00
<input type="checkbox"/>	LF Dynamic Remarketing - EC - Always On GAUTENG	R0.29	7.48%	R25,080.10	R938,273.66	R0.00	R938,273.66	R0.00	R0.00
<input type="checkbox"/>	LF Summer Feels - Conversion - Oct 23	---	---	R0.00	R0.00	R0.00	R0.00	R0.00	R0.00
<input type="checkbox"/>	UF Promoted Posts IG Aug 23	---	---	R0.00	R0.00	R0.00	R0.00	R0.00	R0.00

AD BUDGET

R31 041,96

RETURNS

R965 198,66

32X ROAS



Our Results

Baby City

Achieved a 15X ROAS in just one month by implementing a prospecting strategy focused on acquiring new customers and retargeting. The client frequently ran sales, which we supported with a continuous conversion campaign. Dynamic retargeting was key to reaching the impressive 15X ROAS. Used A/B testing to fine-tune ad copy, headlines, sale items and descriptions, ensuring maximum engagement across customer segments.

Campaigns											
Updated just now Discard drafts Review and publish (1)											
Search and filter Last month: Dec 1, 2023 - Dec 31, 2023											
Campaigns Ad sets Ads											
+ Create Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports Export											
	Off / On	Campaign	CPC (all)	CTR (all)	Amount spent	Purchases conversion value	Mobile app purchases conversion value	Website purchases conversion value	Offline purchases conversion value	Meta purc conversio	
	<input checked="" type="checkbox"/>	Baby Savings SALE Lifetime Conversion 2023/2...	R1.16	1.57%	R8,304.84	R92,302.67	R0.00	R92,302.67	R0.00	R0.00	
	<input checked="" type="checkbox"/>	Dynamic remarketing_EC	R0.20	8.48%	R19,947.76	R315,466.88	R0.00	R315,466.88	R0.00	R0.00	
	<input checked="" type="checkbox"/>	EC Magical SALE May 23 Conversion	—	—	—	R0.00	R0.00	R0.00	R0.00	R0.00	
	<input type="checkbox"/>	JanuWorry Jan 23 - Traffic (EC)	—	—	—	R0.00	R0.00	R0.00	R0.00	R0.00	
	<input type="checkbox"/>	JanuWorry Jan 23 - Sales (EC)	—	—	—	R0.00	R0.00	R0.00	R0.00	R0.00	
	<input checked="" type="checkbox"/>	Black Friday SALE November 23 Conversion	—	—	—	R7,112.62	R0.00	R7,112.62	R0.00	R0.00	
	<input checked="" type="checkbox"/>	Black Friday Event Response NOV 23	—	—	—	R0.00	R0.00	R0.00	R0.00	R0.00	

AD BUDGET
R28 252.60

RETURNS
R414 882,11

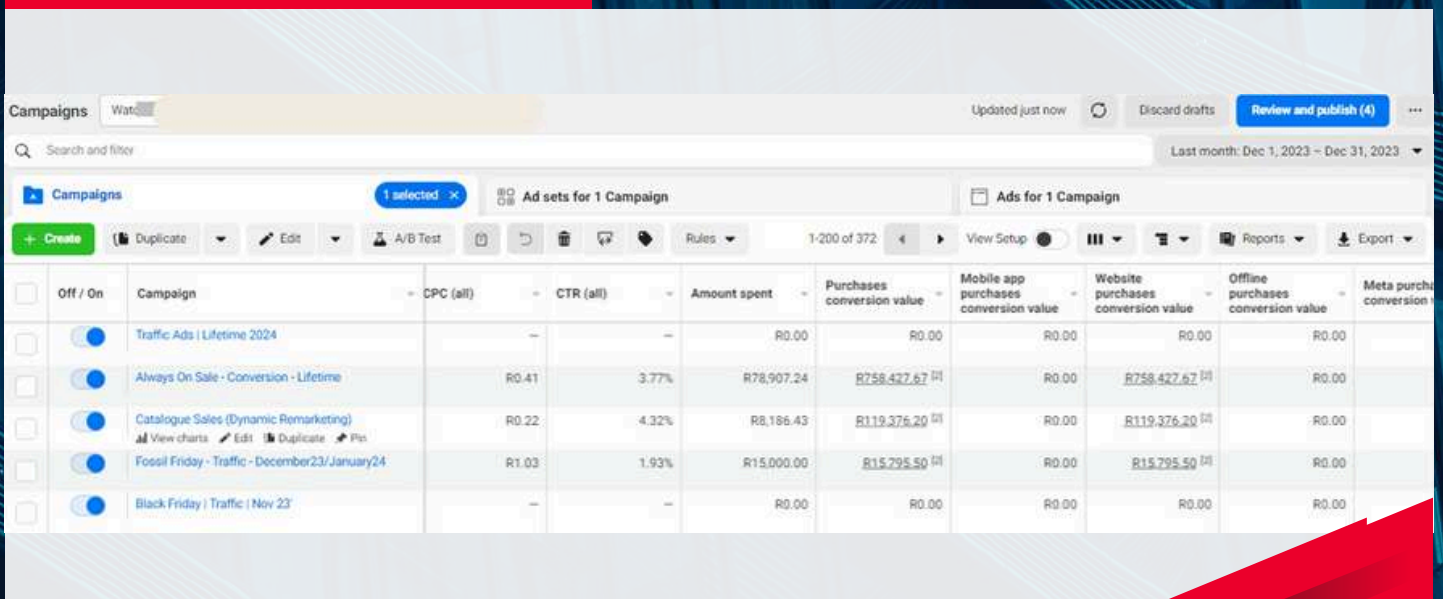
15X ROAS



Our Results

Watch Republic

Delivered an 8X ROAS in one month through an Always On Conversion campaign coupled with Dynamic Retargeting Catalogue campaign. This strategy ensured that while we are acquiring new customers, high-value prospects are being retargeted. Focused on ad copy and creative A/B testing, aligning messages with audience preferences to drive conversions efficiently. ☎



The screenshot displays the Facebook Ads Manager interface. At the top, there's a search bar and a filter for 'Last month: Dec 1, 2023 - Dec 31, 2023'. Below this, a table lists various campaigns. The table has columns for 'Off / On', 'Campaign', 'CPC (all)', 'CTR (all)', 'Amount spent', 'Purchases conversion value', 'Mobile app purchases conversion value', 'Website purchases conversion value', 'Offline purchases conversion value', and 'Meta purchase conversion value'. The 'Always On Sale - Conversion - Lifetime' campaign is highlighted, showing a CPC of R0.41, CTR of 3.77%, and a purchase conversion value of R758,427.67. Other campaigns include 'Traffic: Ads | Lifetime 2024', 'Catalogue Sales (Dynamic Remarketing)', 'Fossil Friday - Traffic - December 23/January 24', and 'Black Friday | Traffic | Nov 23'.

Off / On	Campaign	CPC (all)	CTR (all)	Amount spent	Purchases conversion value	Mobile app purchases conversion value	Website purchases conversion value	Offline purchases conversion value	Meta purchase conversion value
<input type="checkbox"/>	Traffic: Ads Lifetime 2024	—	—	R0.00	R0.00	R0.00	R0.00	R0.00	R0.00
<input checked="" type="checkbox"/>	Always On Sale - Conversion - Lifetime	R0.41	3.77%	R78,907.24	R758,427.67	R0.00	R758,427.67	R0.00	R0.00
<input checked="" type="checkbox"/>	Catalogue Sales (Dynamic Remarketing)	R0.22	4.32%	R8,186.43	R119,376.20	R0.00	R119,376.20	R0.00	R0.00
<input checked="" type="checkbox"/>	Fossil Friday - Traffic - December 23/January 24	R1.03	1.93%	R15,000.00	R15,295.50	R0.00	R15,295.50	R0.00	R0.00
<input checked="" type="checkbox"/>	Black Friday Traffic Nov 23	—	—	R0.00	R0.00	R0.00	R0.00	R0.00	R0.00

AD BUDGET

R102 093,67

RETURNS

R893 599,37

8X ROAS



Next steps...



Agreement

Signed Supply of
Service



Payment

Taken On A Monthly
Basis



Schedule

Commencing
Dates/Schedule



At Frizbo, professionalism isn't a promise – it's our standard. Whether you're a growing startup or a large enterprise, we deliver nothing short of top-class service, tailored to your needs. Every client, big or small, receives our full commitment, expertise, and excellence from day one.



Work with us !



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Seen Enough?
Lets Talk.

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