



Dave Serino

to Suzanne, me, Emma ▾

Wed, May 28, 12:25 PM (2 days ago)



Hi Suzanne!

See the replies below. Thanks for the follow up!

Dave

On Tue, May 27, 2025 at 6:09 PM Suzanne Bianco <suzanne@visitvisalia.com> wrote:

Hi Dave and Emma,

Thanks again for the call today. I have a few follow up questions that I neglected to ask. Perhaps you can clarify for me the following:

- How did you settle on \$30,000 for this campaign? There were no KPIs mentioned in your proposal so how did you select this dollar amount?

>>In our initial conversation, you said that you were looking for a three-month long promotion of the videos and you wanted to reach as many people as possible. So, based on our past experience and best judgment with 3 different subjects, we anticipated that we would need \$10K per month to get a fair amount of reach. That is where the \$30K came from - roughly \$10K a month. We could always do less, but truly feel we should spend no less than \$7,500 per month for 3 months to make some impact.

In terms of KPIs, we can track anything you would like. We don't promise an amount of impressions, etc - but with this campaign, we will track video views, cost per view, CTR, CPC, landing page views, engagement on site and any other conversions we can. We will also look at organic search queries based on the video product as it will not always garner a CTR.

We will be getting you a full report for the current campaign that we are running, but to-date, here is what we have, which will give an indication of our results:

- Our Meta flight is has a CTR of 4.35% (2.2% is the industry average) with a CPC of .35 (industry avg is .42)
- Display flight is CTR of 1.76% (Industry average is .16%) and CPC is .30 (industry average is \$2.38)
- Search is at a CTR of 9.61% (industry avg 10.2%) and CPC of .61 (industry avg is \$1.92)

So, we have some great foundation with you already and if the content/context is relevant and we have solid assets, all of these numbers should stay the same or improve. We will have a full report for you for May completed next week)

- The fee structure seemed a bit higher than standard.

>>Our standard campaign fees are 30%-32% per campaign that we run. We were a little over on the estimate based on the first time setting up YouTube and TikTok. We can easily adjust that for you to \$39K for a \$30K net buy or \$40K for a net buy of \$31K.

- The contract with our video producer does not mention any restriction on editing on our end. I will upload a video this afternoon for you to review.

>>Perfect!