



Ad Alchemy Package – Strategic Ad Setup That Converts. (\$800)* **Founding client pricing – limited-time offer while we build our ad portfolio*

This one-time setup is required before starting any of my ad management subscriptions — including **Campaign Sorcery**, **Unicorn Power**, or **Arcane Success**. It lays the essential groundwork: from ad account setup to tracking, strategy, campaign launch, and optimization for the first 6-8 weeks.

But it's not just a prerequisite — it also works as a powerful **stand-alone package** for business owners who want to run a one-time promotion, test digital advertising without long-term commitment, or **learn how to manage their own campaigns** with confidence and clarity.

Your ad campaign will be modified, A/B tested, and optimized every 7-10 days, in order to determine the most successful combination of creative, copy, placement, and audience to allocate your budget appropriately. By the end, you'll have at least one very specific winning campaign, one broad lead generator, and one retargeting campaign. To see an example of a campaign setup for Meta, [click here](#).

What's Included:

1. ⚙️ Full Ad Account Setup:

I'll set up (or optimize) your Meta and/or Google Ads accounts so you're ready to launch. Here's what's included:

- Meta Business Manager + Ad Account Setup
 - Google Ads + Google Analytics Setup
 - Google Tag Manager + Facebook Pixel Installation
 - Search Console Integration + Custom Reporting Setup
- Already have accounts? I'll walk you through inviting me as an admin so I can take care of the rest.

2. 🎯 Campaign Creation + A/B Testing

I'll create your first strategic campaign from scratch with a focus on clicks that convert. What's included:

- Ad copywriting tailored to your brand and goals
- Graphic or video creative design (depending on platform and offer)
- Keyword research + competitor insights
- Ad group structuring and campaign setup for A/B testing
- Launch and performance check to ensure it's running smoothly

3. Analytics & Tracking Implementation

Data = power. I'll install and connect the tools needed to track ad performance accurately. Includes:

- Pixel + event setup (Meta + Google)
- UTM parameters for clean reporting
- Basic Looker Studio or GA dashboard (if applicable)

4. Post-Campaign Support – Choose Your Path:

This package includes 2 options for post-campaign support — choose the one that fits how you work best:

Option 1: Learn to DIY

Book a 2-hour strategy session with me after your campaigns have been running for 6-8 weeks. We'll go over your results together, walk through key performance metrics, and I'll teach you how to manage and optimize future campaigns on your own.

You'll also receive The Conversion Codebook — your step-by-step guide to reading reports, adjusting ad settings, tracking performance, refining audiences, and running successful campaigns moving forward.

This option is perfect if you want to feel confident managing your own ad strategy without flying blind.

Option 2: Let Me Take Over:

Prefer to stay out of Ads Manager? Swap your strategy session for one free month of ad management through the [Campaign Sorcery Subscription](#) (\$399 value) free for your first month).

I'll monitor your performance, test and tweak your campaigns, and start building momentum toward bigger results — so you can focus on what you do best while I handle the optimization.

Whichever path you choose, the goal is the same:

A clear, strategic approach to digital advertising that fits your business, your bandwidth, and your goals.

What Makes Ad Alchemy Different:

This isn't just a basic setup — it's a strategy-first campaign build that's customized to your business and your goals.

Instead of delivering a fixed checklist, I spend our setup time where it matters most. That might mean:

- Designing multiple creative variations for testing
- Building a landing page
- Capturing & editing a short promo video
- Prioritizing one platform (Meta, Google, TikTok, Pinterest, etc.) based on your goals

This is a collaborative, creative ad strategy — not “set it and forget it.” I’ll help you run a campaign that actually converts, because it’s tailored to YOUR business... not a cookie cutter agency template. *Why? Because when your ads crush it, you’re more likely to keep growing with me — and I’m here for the long game.*

***FOUNDING CLIENT PRICING! \$\$\$** These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You’re getting boutique agency-level strategy, design, and execution — without the agency price tag. Right now, I’m offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work. If you’ve been waiting for the *right* person to help grow your business — this is your moment.