

Meta Advertising (Instagram/Facebook)

Strike Social

About Strike Social

Strike Social is a leading social and YouTube advertising company, leveraging technology and talent to deliver impactful social and digital campaigns. They prioritize client success with machine learning-powered solutions for improved performance and transparent media buying. The company was recognized by Inc. Magazine as one of the fastest-growing private companies in the U.S., demonstrating its commitment to continuous innovation and adapting to industry shifts. Their global team is uniquely positioned to handle your social media advertising needs.

Program Options

These are the most common buying objectives on Meta (Facebook/Instagram)

- **Reach / Brand Awareness**
 - Optimizes to Total Unique Users
 - Sold on a cost-per-thousand impressions (CPM) model.
- **Engagement**
 - Emphasis on post engagement, shares, follows, views, and comments.
 - Sold on a cost-per-thousand impressions (CPM) model.
- **Video Views**
 - Focus on users viewing your video.
 - Sold on a cost-per-view (CPV) model. Charges occur when a user views the video.
- **Website Traffic**
 - Drive traffic to your website.
 - Sold on a cost-per-click (CPC) model.

Package Prices & Deliverables

Two-week lead time required

	Reach	Engagement	Video Views	Site Traffic
Bidding Model	Cost-per-thousand-impression (CPM)	Cost-per-thousand-impression (CPM)	Cost-per-view (CPV)	Cost-per-click (CPC)
Guaranteed Rate	\$4.00	\$4.00	\$0.03	\$1.00
Participant Rate with State Contribution	\$2.00	\$2.00	\$0.015	\$0.50
Tier 1: \$1,500	750,000 impressions	750,000 impressions	100,000 guaranteed views	3,000+ clicks
Tier 2: \$3,500	1,750,000 impressions	1,750,000 impressions	233,334 guaranteed views	7,000+ clicks
Tier 3: \$5,500	2,750,000 impressions	2,750,000 impressions	366,666 guaranteed views	11,000+ clicks



Co-branding Requirement

- Each campaign runs through the @ExploreMinnesota Facebook and/or Instagram account.
- Participants in this program are tagged via Meta’s collaboration function.

Limited Availability

One package per participant

Price

\$1,500 - \$5,500
(see table above)

Contact

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Savings

75%