



BOOMER AUTOMATION

LEAD THE PACK

Paid Ads Strategy Comparison Guide

**Entry, Recommended, and Premium package
options for a wide range of businesses.**

A flexible framework for local service businesses,
professional services, consumer brands, and
growth-focused companies.



Essential Visibility — Entry Package

A simple professionally
managed ad presence
for brand awareness and
basic lead flow.



Campaign Momentum — Recommended Package

A balanced lead-generation
system with creative testing,
retargeting and recurring
optimization.



Full Campaign Strategy — Premium Package

A complete advertising system
for businesses focused on
aggressive growth and
scalable results.



PREPARED BY BOOMER AUTOMATION



Package Comparison at a Glance

The right package depends on budget, goals, sales cycle, creative availability, and how much optimization is needed to produce results.

	Essential Visibility — Entry Package	Campaign Momentum — Recommended Package	Full Campaign Strategy — Premium Package
Best For	New advertisers, very small businesses, tight budgets	Growing local businesses seeking consistent leads	Established brands focused on aggressive growth
Primary Goal	Visibility and baseline lead flow	Consistent lead generation and efficiency	Scalable lead or sales system
Campaigns	1	2–3	3–5
Ad Sets	1	2–4	4–8
Active Ads	1–2	4–8	8–15
Creative Testing	Minimal	Moderate	Extensive
Creative Refreshes	Optional paid refreshes	1–2 per month	3–4 per month
Optimization Cadence	Monthly	Twice monthly	Weekly
Reporting	Monthly summary	Monthly report + notes	Detailed reporting + strategy support
Lead Generation	Basic	Strong	Advanced
Retargeting	No	Yes	Yes, layered
Recommended Ad Spend	\$500–\$1,500 / month	\$1,500–\$4,000+ / month	\$4,000+ / month
Typical Client Fit	Solo operators, small local services, simple offers	Contractors, clinics, med spas, legal, home services	Multi-location firms, high-ticket services, scaling brands



All three packages can be adapted for **awareness, traffic, lead generation, calls, messages, bookings, or sales** depending on the client's business model.





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Essential Visibility — Entry Package

A simple professionally managed ad presence for businesses that need visibility, credibility, and basic lead flow without complex campaign management.



1 Overview

This package is ideal for businesses that want more control and professionalism than boosting a post, but do not yet need extensive testing, multiple campaigns, or frequent creative changes.



2 Included Scope

- Initial account and campaign setup
- 1 campaign
- 1 ad set
- 1-2 ads
- 1 primary offer or core message
- 1 local or broad target audience
- Monthly maintenance
- Monthly performance report



3 Strategic Focus

- Brand visibility and recognition
- Baseline lead flow or inquiry generation
- Maintaining a professional ad presence
- Supporting an existing website, form, or messaging channel



4 Management Cadence

- Monthly account review
- Basic performance checks
- Budget and delivery monitoring
- Light campaign adjustments when needed



5 Best Fit

- New advertisers
- Very small businesses
- Seasonal offers or simple service promotions
- Proof-of-concept campaigns with tight budgets



6 Optional Add-Ons

- Creative refreshes
- Additional ad variations
- Landing page support
- Lead form improvements



Example Uses

- › Contractor: estimate requests
- › Consultant: inquiry generation
- › Med spa: local awareness
- › Retail brand: introductory promotions





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Campaign Momentum – Recommended Package

A balanced advertising system designed to improve lead quality, increase consistency, and create better performance through testing and retargeting.

1



Overview

This is the strongest starting point for many businesses because it creates enough campaign depth to test messaging, improve performance, and build a more dependable lead-generation system without the cost of a fully scaled program.

2



Included Scope

- 2–3 campaigns
- 2–4 ad sets
- 4–8 active ads
- Audience testing
- Retargeting
- 1–2 creative refreshes per month
- Twice-monthly optimization
- Monthly report with strategic notes

3



Typical Campaign Mix

- Awareness or traffic campaign
- Primary lead-generation or call campaign
- Retargeting campaign for warm audiences

4



Primary Benefits

- More consistent lead flow
- Better message matching across audiences
- Stronger efficiency through retargeting
- Clearer performance insights from testing

5



Best Fit

- Contractors and home services
- Clinics, med spas, and dental practices
- Legal, financial, and professional services
- Automotive, education, and local multi-service brands

6



What It Requires

- A moderate monthly ad budget
- A clear offer or service focus
- At least a basic content pipeline for new creatives
- A process for handling leads quickly



Recommended Starting Point

For many established businesses, this package offers the best balance of cost, strategy depth, and lead-generation potential.





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Full Campaign Strategy – Premium Package

A complete multi-campaign advertising system for businesses pursuing aggressive growth, higher lead volume, and stronger long-term performance.



1. OVERVIEW

This package is designed for businesses that need an advanced advertising system with layered campaigns, recurring testing, frequent optimization, and close alignment between creative, targeting, offers, and follow-up processes.



2. INCLUDED SCOPE

- 3–5 campaigns
- 4–8 ad sets
- 8–15 active ads
- Awareness, lead, retargeting, and offer-specific campaigns
- 3–4 creative refreshes per month
- Weekly optimization and testing
- Detailed reporting and strategic support
- Funnel, landing page, or CRM coordination where needed



3. PRIMARY BENEFITS

- Scalable campaign structure
- More opportunities to improve cost per lead or sale
- Stronger visibility across multiple audience stages
- Better support for high-ticket or multi-offer businesses



4. BEST FIT

- Multi-location businesses
- High-ticket service providers
- Scaling brands
- Companies with multiple offers, service lines, or sales funnels



5. HOW THE FRAMEWORK ADAPTS BY CLIENT TYPE



Local Service Businesses

Focus on calls, quote requests, lead forms, and service-area targeting.



Professional Services

Focus on consultation bookings, trust-building, and longer decision cycles.



Consumer Brands / E-Commerce

Focus on offers, traffic, product promotion, retargeting, and purchase intent.



High-Ticket or Multi-Location

Focus on layered audiences, multi-offer campaigns, and deeper reporting.



6. CHOOSING THE RIGHT PACKAGE

- Choose **Essential Visibility** when budget is limited and the goal is a simple professional ad presence.
- Choose **Campaign Momentum** when you want stronger lead generation and recurring optimization without going fully enterprise.
- Choose **Full Campaign Strategy** when growth speed, testing depth, and scale are the top priorities.



Most clients begin with **Campaign Momentum**, then scale into **Full Campaign Strategy** once budget, data, and creative capacity increase.

