

PREMIUM AUDIT + REAL CREATIVES IN 48 HOURS

MEDIA Test Drive

SMM testing before signing the main contract — audit, security & real creatives in 48 hours



FIXED PRICE

**30,000
AMD** Deducted
from SMM

In 48 hours • Security audit + creatives
2 covers • 3 visuals • 3 Stories + 2 Reels
with voice-over



CRITICAL

PRE-CONTRACT VALIDATION POLICY

1 / 15

1. SMM testing before signing the main contract



WHAT WE DO

This is a full Test Drive phase before the main SMM. You test Ognakan Marketing in real action — process, response speed, audit quality and creative level — without long-term commitments. In 48 hours you get tangible results, not just a presentation.



RISK IF IGNORED

Without a Test Drive you sign blindly. Statistics show 73% of agencies spend the entire first month only fixing access issues and chaos in Business Portfolio. You pay for time wasted on cleanup, not growth. Test Drive eliminates this completely.



CRITICAL

META CONNECTED ASSETS POLICY

2 / 15

2. We check the connection of Facebook, Instagram pages and WhatsApp Business

 WHAT WE DO

We verify the correct linkage of Facebook Page + Instagram Professional + WhatsApp Business inside Business Portfolio. Connection type, sync status, cross-posting rights, Click-to-WhatsApp and Click-to-Instagram ad capability.

 RISK IF IGNORED

If the connection is broken — Instagram won't publish via Business Suite, WhatsApp messages don't reach Inbox, WhatsApp ads get rejected. Loss of up to 40% of leads. Meta automatically flags unlinked assets as suspicious when scaling.

**CRITICAL**

META BUSINESS PORTFOLIO POLICY

3 / 15

3. We check the existence of Business Portfolio and its correct structure

 WHAT WE DO

We check existence of Business Portfolio (ex-Business Manager), name matching legal entity, asset structure (Pages, Ad Accounts, Pixels, Domains, WhatsApp), absence of duplicates and abandoned Portfolios that create permission conflicts.

 RISK IF IGNORED

Working without Portfolio means working on a personal profile. If one person is blocked you lose everything: Pages, audience, ad accounts. Since 2023 Meta requires Portfolio for any advertising and API. Without it — constant restrictions and reviews.

**CRITICAL**

META ASSET PERMISSIONS AUDIT

4 / 15

4. We check all main permissions

 WHAT WE DO

Full audit of the permissions matrix: Facebook Page Access (Full/Partial), Task Access (Content, Ads, Insights, Community), Business Portfolio Roles, Ad Account Roles, access to Pixel, Catalog, Domain, WhatsApp Manager. Cross-checked with Meta's role model.

 RISK IF IGNORED

Wrong permissions lead to data leaks, inability to launch ads, and staff seeing financial data. 61% of conflicts with agencies happen precisely due to permission chaos. One wrong checkbox can cost you budget.

**CRITICAL**

BUSINESS OWNER CONTROL STANDARD

5 / 15

5. We check whether all permissions are with the business pages owner



WHAT WE DO

We verify that the actual business owner has Full Control and Primary Admin status in all critical assets: Business Portfolio, Page, Ad Account, Pixel, Domain. We check that the business is not stuck with an agency or former employee.



RISK IF IGNORED

If the owner does not have Full Control — when parting with a contractor you lose business assets. Recovery via Meta Support takes 3-8 weeks with 47% success rate. Your Instagram and Facebook effectively do not belong to you.

**HIGH**

PEOPLE & PARTNERS AUDIT

6 / 15

6. We check all people attached to the Business Portfolio



WHAT WE DO

We compile a full registry of all people and partners inside Business Portfolio: name, role, date added, last activity, invitation source. We detect inactive users, duplicate accounts, personal profiles instead of work profiles.



RISK IF IGNORED

Forgotten freelancers, ex-employees and unverified partners keep access to your clients, conversations and ad budget. Average damage from internal audience leak in Armenia — \$2,400 and loss of database.

**HIGH**

ACCESS GAP ANALYSIS

7 / 15

7. We identify those who should be attached and have permission

**WHAT WE DO**

We compare actual accesses with operational necessity. We determine who lacks rights to work: SMM manager, media buyer, content manager, owner, accountant. We build a recommended access matrix based on least-privilege principle.

**RISK IF IGNORED**

Missing required accesses slow down work by 2-3 days every week. Content is not published, ads are not optimized, leads are lost in WhatsApp. The team works semi-blind while you pay for idle time.

**HIGH**

META SECURITY STANDARD V2024

8 / 15

8. We identify those who should NOT have permission and remove them

**WHAT WE DO**

We detect excessive and risky accesses under Meta security protocol: Admin where Employee is enough, partners with Full Control, personal profiles with billing access. We remove with logging and action history preservation.

**RISK IF IGNORED**

Each extra Admin is +23% hack risk according to Meta. If such an account is compromised, attacker gets access to all assets, runs ads on your budget and steals audience. Cleanup is not an option, it's insurance.

**CRITICAL**

META SECURITY COMPLIANCE

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9. We check whether security tools are connected according to Meta standards

**WHAT WE DO**

We check mandatory tools: 2FA for all Admins, Business Verification, Domain Verification (DNS/TXT), backup administrators (minimum 2), verified business email, protection from Business Email Compromise. Checked against Meta Business Security checklist.

**RISK IF IGNORED**

Without 2FA and verification Meta blocks Business Portfolio on any suspicious activity. Recovery without security tools is impossible in 68% of cases. One hacked profile without 2FA = loss of entire business in 12 minutes.



HIGH

META BUSINESS VERIFICATION POLICY

10 / 15

10. We check whether the Business Portfolio is verified



WHAT WE DO

We check verification status of Business Portfolio: documents, legal data match, domain verification capability, access to WhatsApp Business API, account creation limits and access to advanced security and support features.



RISK IF IGNORED

Unverified Portfolio is limited: cannot run large budget ads, no WhatsApp API access, lower trust in auction — CPM is 19-31% higher. Clients see unverified business as less trustworthy.



CRITICAL

AD ACCOUNT HEALTH POLICY

11 / 15

11. We check all ad account settings



WHAT WE DO

Deep audit of Ad Account: time zone (immutable), currency (immutable), billing limits, Pixel + Conversions API + Domain Events, ban history, automations, attribution, billing threshold, payment method, Business Portfolio compliance.



RISK IF IGNORED

Wrong time zone or currency = account replacement, all Pixel learning history lost. Wrong Pixel = 40% of budget wasted. Setting errors cause 54% of Meta ad rejections and account blocks.



BONUS

BRAND COVER SYSTEM • CREATION

12 / 15

12. Complete Facebook Cover branding — 2 new Covers from scratch



WHAT WE DO

Not just checking, but creating. We develop from scratch 2 completely new, professionally designed branded Covers for your Facebook page in a unified brand system: desktop + mobile adaptation, USP, call-to-action, contact block, compliance with Facebook guidelines (safe zone 820×312).



RISK IF IGNORED

Old or template cover reduces trust by 41% in the first 3 seconds. Facebook factors page branding quality into recommendation algorithm — pages with strong branding get +18% organic reach.

**BONUS**

VISUAL SYSTEM • READY-TO-PUBLISH

13 / 15

13. We create 3 branded visuals with their professional texts



WHAT WE DO

3 posts in your brand's unified design system — ready-to-publish with professional copywriting. Typography, palette, grid, photo style, icons — all per brand book. Formats 1080×1080 and 1080×1350, 2x export for Retina, source files included.



RISK IF IGNORED

Without a system, visuals look amateur and inconsistent. Instagram algorithm reduces reach for accounts with chaotic visuals. Brands with unified system get 2.3x more saves and reposts.

**BONUS**

VIDEO ENGINE • 9:16 + 4:5

14 / 15

14. We create 3 video Stories and 2 professional montage Reels with voice-overs



WHAT WE DO

Professional editing: 3 Stories (1080×1920, 15 sec) + 2 Reels (1080×1920 and 4:5 adaptation for feed). Based on videos provided by client or relevant stock videos, including professional voice-over (speaking voice), animated subtitles, sound design, color correction, hooks for first 2 seconds.



RISK IF IGNORED

Reels get 2.2x more reach than static. No video content = loss of 67% organic reach in 2024. Without voice-over and subtitles 85% of users skip Stories in 1.2 seconds.

**FINANCIAL**

FINANCIAL DEDUCTION POLICY

15 / 15

15. Important provision: 30,000 AMD is fully deducted



WHAT WE DO

The 30,000 AMD paid for the MEDIA Test Drive is fully deducted from the first month package cost of SMM services if the client signs the main SMM services



RISK IF IGNORED

You don't lose a single dram. If you continue, you effectively get the full security audit + 2 covers + 3 visuals + 5 videos for free, because the Test Drive

contract. It is not an extra expense — it's a deposit.

amount is subtracted from the first month.

WHAT YOU GET BEYOND AUDIT • BONUS



2 COVERS

2 Facebook Covers from scratch

Full branding in brand style, desktop + mobile, safe zone, USP and contacts.

820×312

BRANDED



3 VISUALS

3 branded visuals + texts

Ready-to-publish posts in unified system, 1080×1080 / 1350, 2x Retina, source files.



POST



3 ST + 2 REELS

3 Stories + 2 Reels with voice-over

Editing, subtitles, voice-over, sound design. Formats 9:16 and 4:5 for feed. Stock or client footage.

STORY

STORY

STORY

REELS x2



IMPORTANT PROVISION • FINANCIAL

POINT 15

Financial Deduction Policy

15. Important provision: The 30,000 AMD paid for the MEDIA Test Drive is fully deducted from the first month package cost of SMM services if the client signs the main SMM services contract.

You don't lose a single dram. The Test Drive payment is not an extra expense — it's a deposit. When you move to the main SMM contract we apply a deduction **-30,000 AMD** from the first month. Effectively you get full security audit + 2 covers + 3 visuals + 5 videos for free when continuing collaboration.

TEST DRIVE TODAY

30,000 AMD

audit + creatives in 48h



WHEN SIGNING CONTRACT

~~30,000~~ **-30,000 AMD**

fully deducted from 1st SMM month

Ready to start Test Drive?

In 48 hours get full security audit + 2 covers + 3 visuals + 3 Stories + 2 Reels • **30,000 AMD fully deducted**

Order Now →

48 hours

11 security checks

7 creatives



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