

Google Ads Management

For:

Your Domain Name

Prepared By:



Date: <Today>

Introduction

The following information in this document covers represents a good faith agreement between PalmettoSoft (PS) and the customer.

What is Google Ads?

Google Ads (formerly known as AdWords) is a system in which advertisers bid on certain keywords in order for their clickable ads to appear on the top of Google's search results.

Expectations & Assumptions

- Deliver a white glove level service
 - 24 or less turnaround times on emails
 - Organized and structured communication style
 - Friendly attitude and demeanor of personnel
 - Workflow is managed through a web based project management tool
 - Maximum efficiency
 - Calendar
 - Scheduling & planning
 - Communication tracking
- Act as a consultant for any other marketing related activities
 - And for 3rd party IT vendors
- Fees are inline with the industry
- We follow the Google Ads guidelines
- Track and report business leads (email and phone calls) with client
- Oversee campaign
 - Monthly performance report
 - Annual performance report

Campaign Goals

- Select keywords that trigger the most effective ads
- Increase click through rate (CTR)
- Improve the ads quality score to lower cost per click (CPC)
- Maximize campaign return on investment (ROI)

Schedule & Reporting

Campaign Setup	Start	End
<p>Keyword analysis Research and recommendations based on business's products/services & client input</p>	<date>	<date>
<p>Landing page review Audit landing page design</p> <ul style="list-style-type: none"> • Customer inquiry form • Clickable phone # • Call to action buttons • Thank You page integration 	<date>	<date>
<p>Ad copy creation Based on the selected keywords and website landing page content</p>	<date>	<date>
<p>Campaign & Ad group creation Multiple ad groups based on type of products/services and targeted keywords</p>	<date>	<date>
<p>CallRail installation Install a robust phone call lead tracking system with the customer's credit card. \$49.99/month. Calls are tracked and analyzed throughout the sales process to enhance campaign ROI.</p>	<date>	<date>

Routine Work Monthly	Start
Campaign monitoring Monitor your campaign status and progress	<date>
Add new keywords Find the optimal keywords for display ads, search ads, etc.	<date>
Negative keywords filter Filter out negative keywords so ads won't experience irrelevant clicks	<date>
Bidding adjustment Continually monitor competitor bids and adjust accordingly for top positions	<date>
Reporting Monthly campaign performance report (for previous month) sent at the beginning of each month with a phone call.	<date>

Fees

Campaign Setup / one-time

~\$600- For the first month of the campaign

This is not an exact figure as the requirements are not know yet, such as # of ad groups, ad copy, landing page creation, etc...

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Google Ads / monthly

<\$>- For the second month of the campaign and moving forward To Google Ads via customer’s credit card. PalmettoSoft recommends a minimum spend of \$1000/month to Google. This helps to maintain top ad positioning, proper trend analysis and overall campaign performance in your geographic region.

Management / monthly

<\$>- For the second month of the campaign and moving forward This fee is 15% of your total spend to Google Ads. The minimum management fee is \$250.

Monthly fees - Pricing slab

Monthly fees - Pricing slab	
Campaign Spend (to Google Ads)	Management Fee (% of total spend)
*Maximum management fee of 10% for any spend over \$5K/month	
\$5,000 - \$9,999+	10%
\$3,000 - \$4,999	15%
\$1,670 - \$2,999	15%
\$1,000 - \$1,670	*Minimum fee
*Minimum management fee of \$250 is required for any amount spent under \$1,700/month.	