



# PAY PER CLICK

## DRIVE WARMER LEADS TO YOUR WEBSITE OR LANDING PAGE WITH PAY PER CLICK

As certified professionals, you can rest assured knowing that the management of your Google AdWords and Facebook Ads accounts is in good hands.



### GOOGLE ADWORDS

#### INCLUDES:

- Keyword Research
- Campaign Structure
- Ad Creation
- Ongoing Optimization
- Manual Campaign Management
- Monthly Reporting

#### BENEFITS:

- We are a Google Agency Partner.
- Human oversight over campaigns.
- Management team has over 16 years of experience providing PPC services.

### FACEBOOK ADS

#### INCLUDES:

- Boosted Posts
- Ad Creation
- Monthly Reporting
- A/B Testing

#### PACKAGE:

Part of CONTENT & ADS package in Social Media Management.

#### BENEFITS:

- The same team responsible for your Facebook posts will be responsible for your Facebook Ads.

# GOOGLE ADWORDS MONTHLY PLAN

## KEYWORD RESEARCH

After we develop a deep understanding of your goals and objectives, our experienced marketing experts identify target keywords that are most likely to produce sales based upon keyword and competitor research.

## CAMPAIGN STRUCTURE

Once the keywords have been identified, our team structures the AdGroups and sets up the campaign.

## AD CREATION

Setting up the campaign structure includes crafting the visible ads displayed to the public. This team is responsible for creating ad and keyword content that will interest consumers and maximize click through rates and sales.

## LANDING PAGE

Google AdWords campaigns work best when the user is directed to a landing page that has one specific purpose only of obtaining the user's contact information. Landing page development is a separate service that we offer.

## ONGOING OPTIMIZATION

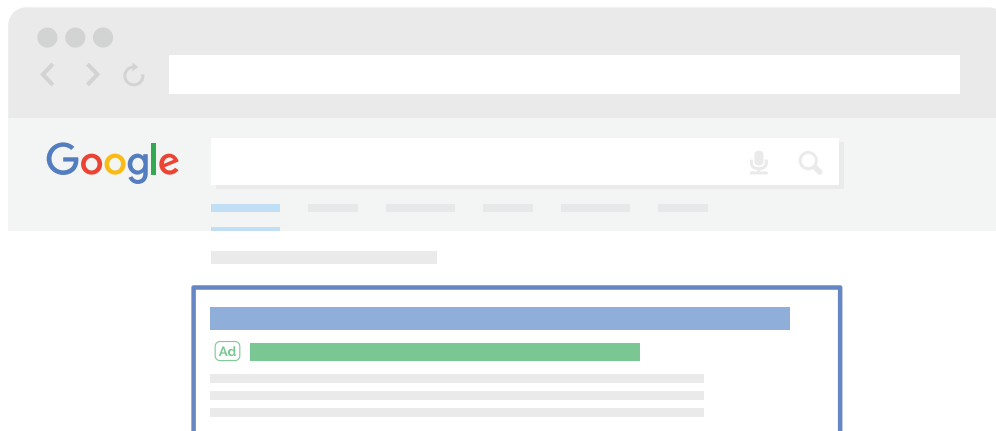
Our team will monitor performance data to identify the strengths and weaknesses of the campaign. All AdWords resources will be used as needed including bid optimization, mobile versus desktop optimization, time of day, day of week, geo-targeting, ad performance, ad delivery strategy, as well as other key metrics.

## MANUAL APPROACH

While many AdWords management companies use software to automatically manage campaigns, our campaigns drive a stronger ROI than software can produce because we take a manual approach. Humans are still better at managing AdWords than software, so our process ensures higher-level performance, less mistakes and improved communications.

## MONTHLY REPORTING

We generate online reports for you to access anytime you like with easy to understand graphs and charts that help you determine how your Google AdWords campaigns are performing.



# FACEBOOK ADS MONTHLY PLAN

## RESEARCH

Once we have an understanding of your advertising goals, we research the competition to determine what offer would be likely to resonate best with your audience. We will also decide on the demographics, interests, or behaviors to target.

## AD CREATION

Using Facebook Ads design and messaging best practices, we craft an ad intended to drive action and generate results. Artwork and copy are part of the ad creation services.

## AD MANAGEMENT

With this Done for You (DFY) service, we completely manage every aspect of your ad. Based upon the intended objectives, we can boost posts to targeted users in specified zip codes (new listings or to a lead generation/landing page) or run a campaign with a specific goal.

## LANDING PAGE

Facebook Ads campaigns work best when the user is directed to a landing page that has one specific purpose only of obtaining the user's contact information. Landing page development is a separate service that we offer.

## A/B TESTING

When a baseline has been established, we can do some incremental testing of specific elements of a

control ad such as new images, header variations, copy variations, and calls to action (CTA). After 10% of the ad has run, and a winner has been established, we will then apply the results of the test to the remainder of the campaign.

## AD TEAM

The team of social media experts running your Facebook Ads campaigns is the same team behind your Facebook social media management. This gives you a distinct advantage of familiarity, speed, and efficiency when it comes to management of your account.

## MONTHLY REPORTING

We generate online reports for you to access anytime you like with easy to understand graphs and charts that help you determine how your Facebook Ads campaigns are performing. As we do with the Google AdWords reporting, we will walk you through the reports and provide you deeper insights into how your PPC campaigns are performing and what we've done to increase performance.

