



Empowering Businesses

# Google Ads Plan For

# AD CAMPAIGN MANAGEMENT

## Google Ads:

**Why Google Ads:** Gone are the days of throwing thousands of dollars at radio, newspaper, TV, or print advertising with no measurable results. Today, most companies reach their audience on the place they hang out most of the time – online. Google Ads gives your business the unique advantage of targeting ONLY the people looking for your exact product or service, and to get real-time data on how your ads are performing.

### Work Details:

In Google Ads, need a planned budget, keywords, picking the right medium, creating ad groups, and landing pages, and even perfecting what call to action you are using.

1. **Plan a Budget:** The first step to creating a Google Ads strategy plan that works is developing your budget.

Depending on what industry you are in and how expensive keywords are, Keyword cost per clicks varies from cents to dollars to hundreds of dollars.

Taking average conversion rates and cost per clicks in your space, we can plan out a realistic budget forecast that shows you:

- How much you need to spend
- How many conversions you can expect on that ad spend
- A general prediction of ROI

2. **Pick Your Advertising Network/Medium:** Which advertising network that Google offers is best for your business? This heavily depends on your budget.

If you have a large budget and cheap keywords / CPCs, you can likely attack multiple platforms right off the bat.

We can run multiple campaigns on the search network or split your money between search network ads and display remarketing.

3. **Find the Right Keywords:** Finding the right keywords on Google Ads isn't an easy task. Whatever you do, please don't select the most basic, head term in your industry.

Most people make the mistake of finding big keywords with tons of volume and thinking they need it. The Google Keyword Tool is one of the best Keyword Tool we use, where we can find all the potential keywords list that make our campaign success.

Once you have a big list of potential keywords, then will focused on ad groups and plane everything accordingly.

4. **Create Ad Groups:** The bigger your budget, the more ad groups we can develop and give attention to. The smaller your budget, the more focused and honed-in you will have to get.

Once we have done the keyword analysis and selected a few that you want to target, then will create focused ad groups. Focused ad groups will dramatically improve quality scores and make our campaign success.

5. **Develop the Ad Copy and Landing Pages:** Your ad text and landing page are two essential components to driving sales on Google Ads. Our strategy can't be complete without them.

When it comes to writing ads, We have to match the intent of the keyword we are targeting and provide enough value to drive a click.

Need Analyze the intent and then keep the ad focused on just a few simple factors:

- Keyword targeted
- Benefits
- Call to action

For your landing page, we need to keep it simple and ensure we maintain message match by continuing the same keyword target and the exact same call to action.

6. **Select Your Bidding Model and Run the Campaign:** Choosing the right bidding strategy isn't easy. According to our advertising goals we have to choose the bidding strategies.

**Conversion goal:**

If Focusing campaign on getting sales, leads, or signups? Will Use these bidding types...

- Maximize Conversions
- Target CPA
- Target ROAS

### Website visits goal:

If Focusing on getting more people to land on your site? Will Use these bidding types...

- Maximize Clicks
- Target Search Page Location
- Manual CPC Bidding

### Monthly Acitivity:

SERVICES	TYPE	STATUS
GOOGLE ADS	GOOGLE SEARCH ADS	YES
	GOOGLE DISPLAY ADS	YES
	GOOGLE SHOPPING ADS	YES
	SETTING DEMOGRAPHICS & CONVERSIONS	YES

## PAYMENT DETAILS

### PRICING & FEES:

WORK-STREAM	MONTHLY PLAN
Monthly Ads Management Fee	15% Over Ad Spent Budget
Our Ads Set up Fee	USD 200 (One Time)

### PAYMENTS OPTIONS:

1. Credit Card & Debit card
2. Bank transfer
3. PayPal

## **WHY US?**

We're all about the results. We uncover who your market is, how to engage them using content, driving traffic to your site through Digital Marketing, and then we convert them into paying customers. It's about creating an online experience that transforms users into followers, customers into ambassadors. We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

## **WORK CULTURE & MANAGEMENT HIERARCHY:**

- Once after a project is signed, within 24hr we assign a dedicated Account manager who is responsible for the project growth throughout the campaign period. He will be the point of contact at any convincing time by the client.
- Under every Account manager there will be one Project manager who implement the all these Strategy.
- Reporting section will do monthly report preparing based on the work that we have performed in that month.
- Finally, after everything is done it will review by the Support head will review & prepare the next strategy to reach the new milestone.