Objective

Our objective is to increase the number of customer leads originating from Pay Per Click (PPC) advertising campaigns by implementing the most current and effective PPC practices on the most relevant and cost effective PPC ad platforms.

Scope of Services

Strategy

- Determine and define target audience, which includes creating customer personas.
- Determine and define client PPC objectives.
- Review existing client PPC efforts and activity.
- Analyze the PPC efforts of competitors.
- Create a detailed PPC marketing plan.

Google PPC

- Audit client's existing Google Adwords account to determine and implement improvements in all aspects of PPC ads including keywords, ad copy, click thru rate, conversion rate, targeting, budgeting, ad extensions, competitive analysis and landing pages.
- Create new Google PPC ad campaign including keywords, ad copy, click thru rate, conversion rate, targeting, budgeting, ad extensions, competitive analysis and landing pages.

Facebook PPC

- Audit client's existing Facebook ads account to determine and implement improvements in all aspects of PPC ads including keywords, ad copy, click thru rate, conversion rate, targeting, budgeting, ad extensions, competitive analysis and landing pages.
- Create new Facebook PPC ad campaign including keywords, ad copy, click thru rate, conversion rate, targeting, budgeting, ad extensions, competitive analysis and landing pages.

Our Process

Our goal is to make the process of working together as smooth and seamless as possible.

- Once we enter into a formal agreement, we schedule a discovery meeting to fully understand our client's objectives and requirements. We will then create a project plan, and schedule additional discovery meetings if needed.
- Based on our discovery, we will conduct all of our research and analysis, as described in the Scope of Services, and create a comprehensive PPC marketing plan.
- Upon client approval of the marketing plan, we will implement the plan.
- For our monthly services, we will be in regular contact with the client to obtain any information required to perform our work and to answer any questions the client has.

Timeframe

The deliverables described in the Scope of Services above will take between 1 and 2 months to complete. The additional services described in pricing options 2 and 3 are monthly.

Your Investment

Option 1: $3,500

This is a one time payment that covers everything listed in the Scope of Services above.

Option 2: $1,200 per month

This pricing option is a flat fee, per month, and includes the following:

- Ongoing monitoring and optimization of Google PPC account and campaigns.
- Ongoing competitor analysis to identify new techniques and initiatives that main competitors and successfully employing.
- Modifying ad copy as needed.
- Monthly reporting on Google campaign results.

Option 3: $1,500 per month

This pricing option is a flat fee, per month, and includes the following:

- Ongoing monitoring and optimization of Facebook PPC account and campaigns.
- Ongoing competitor analysis to identify new techniques and initiatives that main competitors and successfully employing.
- Modifying ad copy as needed.
- Monthly reporting on Facebook campaign results.

About Us

[Company Name] was founded in 2015 and has been providing digital marketing services including web design, seo, content marketing and social media and email marketing to help companies improve their online presence and generate more business.

Our Team

John Smith, CEO

John is an expert at all aspects of digital marketing with a particular focus on SEO and PPC. He is a sought after speaker at digital marketing conferences and is the author of two books on marketing for small business.

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Terms

- Payment for Option 1 must be made in full upon signing of proposal, prior to project start.
- Monthly payments for Options 2 or 3 must be made add the beginning of the month. Work will begin only after monthly payment is received.
- [INSERT COMPANY] retains complete ownership of all deliverables until final payment is made and balance owed is paid in full.
- If project is not completed by [INSERT DATE] due to client inaction, Client is liable to pay entire balance owed.
- Payments can be made to [INSERT COMPANY].
- This proposal is valid for 30 days.

Next Step

Please select the investment option you want below, enter your name or initials in the signature box and click accept.

Your typed signature below - or your payment - indicates agreement with the proposal and terms above and constitutes the launch of this project:

Signed and Agreed to by:

Your Signature
for Your Company Name

10/24/2019
Date

◯ Option 1 ◯ Option 2 ◯ Option 3

Accept

10/30/19
Date

I have read and accept the terms of this proposal.

for PPC Client

Contact: Your Company Name arnie@onrushdigital.com 999-999-9999 www.yourcompany.com