

Google AdWords Essential Marketing Campaign

Your Contemporary Advertising Alternative



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⚙ Cost \$750.00

Advertise to your target market using a Google AdWords Pay-Per-Click Campaign which focuses your Internet marketing dollars specifically on consumers that are looking for your products and services using the Google search engine, Google's partner sites and Google's advertising network.

We will conduct keyword marketing research and create ads that incorporate the keywords or phrases that are most effective and searched for most often by consumers on the Internet. Your ads will appear next to Google search results when people search for specific keywords that are included in your Google AdWords advertising campaign.

Google AdWords is a cost-effective and contemporary advertising alternative that allows you to choose an advertising budget and costs you money only when someone clicks on one of your advertisements. The visitor will be forwarded directly to a specified web page when one of your advertisements is clicked on. This method of advertising increases the likelihood of genuine consumers finding your website.

The position of your ads on the search result pages will vary depending on your maximum daily budget and the maximum bid cost that you are willing to pay every time someone clicks on one of your ads. Also, after launching your pay-per-click marketing campaign, the advertisements that are most effective can be set to display most often to ensure you are using the ads that are the most successful.

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INCLUDES

- Creation of a Google Analytics account
- Creation of a Google AdWords pay-per-click (PPC) campaign (you determine the daily budget)
- Keyword selection
- Creation of various ad groups containing several ads per ad group (if applicable)
- Review of the pay-per-click campaign approximately 30 to 45 days after initial setup
- If changes are necessary we will create a document containing suggested changes: daily budget, keywords, advertisement modifications
- Home page submission to Google Maps

We suggest purchasing our yearly **maintenance package** which is billed annually for **\$650.00** for the successful management of your Google AdWords marketing campaign. Google AdWords accounts will be reviewed quarterly (every 3 months) and as needed. We will monitor the success of your ads and we will make changes to the ads if they are underperforming. We will add or remove keywords and create new ads, as required, to improve the performance and return on investment of your AdWords marketing campaign.

Please be aware that a credit card is required for the creation of a Google AdWords account and there is a one-time set up fee of \$10.00 that will be charged to your account.