



## PPC Management PACKAGES

PPC Management PACKAGES	STARTUP	PRO	GROWTH	SCALE	CUSTOM
Price/Month (in USD)	\$600 USD	\$1,099 USD	\$1,299 USD	\$1,799 USD	CUSTOM
Add Spent Amount Management	Upto \$1,000	Upto \$2,000	Upto \$3,000	Upto \$5,000	Custom
Number Of Human Resources	1	1	2	3	4
<b>Major Highlights of Package</b>					
Google Add Account Audit	✓	✓	✓	✓	✓
PPC Campaigns & Marketing Strategy	✓	✓	✓	✓	✓
Keywords Recommendation	✓	✓	✓	✓	✓
Campaigns Graphics	Client	Agency	Agency	Agency	✓
Campaigns Creation	3	6	10	Upto 20	✓
Ads Copywriting	6	12	20	Upto 40	✓
Weekly PPC Report	X	X	X	✓	✓
Bi-Weekly PPC Repor	X	X	✓	✓	✓
Monthly PPC Report	✓	✓	✓	✓	✓
24/7 Customer Support	✓	✓	✓	✓	✓
Dedicated Account Manager	X	✓	✓	✓	✓
Competition Analysis	X	✓	✓	✓	✓
Premium PPC Tools Used in campaign research	X	X	✓	✓	✓
<b>Setup</b>					
Google Ads Tracking Code Installation	✓	✓	✓	✓	✓
UTM Tracking	X	X	✓	✓	✓
Google Analytics Goals	X	X	✓	✓	✓
Setup Audiences	X	✓	✓	✓	✓
Setup Conversions	X	✓	✓	✓	✓
Google tagmanager setup	X	✓	✓	✓	✓
Making KPI's	X	✓	✓	✓	✓
<b>Campaigns Types</b>					
Test Campaign Setup	✓	✓	✓	✓	✓
Google Search Campaigns	✓	✓	✓	✓	✓
Google Display Network Campaigns	✓	✓	✓	✓	✓
YouTube Campaigns	X	✓	✓	✓	✓
App Installs Campaign	X	✓	✓	✓	✓
Remarketing Campaigns	X	✓	✓	✓	✓
Target Competitor Audience Campaigns	X	X	✓	✓	✓
A/B Testing Campaigns	X	✓	✓	✓	✓
A/B Testing Landing Pages	X	X	✓	✓	✓
Landing Page Optimization	X	X	✓	✓	✓
Creating Landing Pages For Campaign	X	X	✓	✓	✓
Call Only Campaigns	✓	✓	✓	✓	✓
Funnel Creation	X	✓	✓	✓	✓
ROI Optimization	✓	✓	✓	✓	✓



Recommendations	✓	✓	✓	✓	✓
<b>Other PPC Related Tasks</b>					
Analyse account	✓	✓	✓	✓	✓
Analyse current campaigns	✓	✓	✓	✓	✓
Review landing page & URL	✓	✓	✓	✓	✓
Budget Optimization	✓	✓	✓	✓	✓
Analysing Results	✓	✓	✓	✓	✓
Adding Ads Extensions	✓	✓	✓	✓	✓
Campaign results monitoring	✓	✓	✓	✓	✓
Making changes to campaign if required	✓	✓	✓	✓	✓
Remove Negative Keywords	✓	✓	✓	✓	✓
Add More Relevant Keywords	✓	✓	✓	✓	✓
Checking Keywords Match Types	✓	✓	✓	✓	✓
Checking Amount Spent	✓	✓	✓	✓	✓
Project Performance	✓	✓	✓	✓	✓
Display Network Review	✓	✓	✓	✓	✓
Bid Changes if required	✓	✓	✓	✓	✓
Ads Review	✓	✓	✓	✓	✓

\* All The Above Packages Include The Following Conditions:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_