



Key goals in the management of your pay per click Ad campaigns.

- Lead/Conversion generation
- Eliminate wastage
- Identify cost saving opportunities
- Proactive to competitive bidding activity
- Flag & weed out costly loss making keywords, campaigns and engine partners
- Proactively optimize around the profit centre of your pay per click campaigns

Leverage the power of network

Search Network

Millions searches happen every day your target audience is looking for you

Display Network

Serve your message directly on 1000s of Websites Portals and blogs.

Increase ROI and profitability

Targeted advertising

Promote your services and products when Customers are looking for your services.

Ease of use

Reaching customers all around the world is as easy as checking a box!

Build brand equity

Improve awareness

Cost effective branding solution to raise the overall profile of your organization

Improve ad placements

Use search and content network to increase visibility and help drive clicks to your sites.

Promote Multiples Services.

Target users abroad

Geo-target users – Target users abroad, convert on your website.

Control the user experience

Take users directly to the relevant section on your website

Google Adwords

BUDGET

Accounts w/ Minimum Media Budget: Up to \$1,500 Per Month
Management Fees: \$250 per Month

Accounts w/ Minimum Media Budget: \$1,500 & Above Per Month
Management Fees: 15% of the Monthly Spend (Negotiable as per Budget)

* **Media Budget:** Total Money which gets debited as and when click is generated through the campaign

Google Adwords

ACTIVITIES

➤ **Setup Includes:**

- ✓ Business Analysis
- ✓ Competitor Analysis
- ✓ Conversion Tracking
- ✓ Structure Formation
- ✓ Ad Copy Writing
- ✓ Keyword Research

➤ **Regular Maintenance Includes:**

- ✓ Regular Bid Management & Optimization
- ✓ Ad Copy Re-Writing
- ✓ Keyword Research & Optimization
- ✓ Average Position Optimization
- ✓ Quality Score Optimization
- ✓ Regular Conversion Tracking Checks
- ✓ Structure Optimization
- ✓ Various Reporting Analysis

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