



Getting Started with Our PPC Service

What We Need from You

To ensure a smooth start to our PPC service, here's what we need to collect from our customers:

PPC CAMPAIGN SERVICES



Welcome to our PPC Services

Where precision meets excellence. Specializing in a spectrum of pay-per-click solutions, we are committed to optimizing your online advertising campaigns for maximum results.



Overview of PPC Services

Our PPC services cover all aspects of pay-per-click campaign management, from keyword research and ad creation to strategy development and analytics. Each campaign is tailored with a combination of innovative marketing strategies and data-driven precision.

Our PPC offerings include

- Customized Campaign Strategy Development
- Alignment with Your Brand's Digital Marketing Goals
- Flexible Campaign Optimization Policy
- Expertise in Balancing Creativity with Data-Driven Results in Every Campaign.



Getting Started

To kickstart a PPC service project effectively, it's crucial to collect specific information and assets from the client. Here's a list of typical prerequisites:

- **Business Overview:** Description of the client's business and industry.
- **Current Digital Marketing Efforts:** Insights into the client's existing PPC campaigns and digital marketing strategies.
- **Goals and Objectives:** Clear articulation of the client's PPC goals and expected outcomes.
- **Target Audience:** Information about the specific audience segments being targeted through PPC advertising.
- **Budget Details:** An overview of the budget allocated for PPC campaigns.
- **Brand Guidelines:** If applicable, existing brand guidelines, including any design-related elements such as colors and style preferences.
- **Access to Tools/Accounts:** Details regarding access to relevant digital tools or advertising accounts for campaign management.
- **Competitor Information:** Insight into competitors in the client's industry and their PPC strategies.
- **Preferred Communication Method:** The client's preferred mode of communication and feedback channels for ongoing collaboration.

Gathering this information upfront ensures a smooth workflow and helps in delivering designs that meet or exceed client expectations.



Project Rates

Choose the package that fits your needs:

Starter Package

The Starter Package is perfectly suited for small businesses or startups taking their first steps in the world of online advertising. It offers a cost-effective solution to establish a presence in PPC advertising without overwhelming resources. This package helps these businesses target their niche market effectively, ensuring they get the best start in their digital marketing journey.

Management Fee

\$500 Per Month

Suggested Ad Spend

\$1,000 - \$2,000 Per Month

Suggested Ad Spend

\$1,000 - \$2,000 Per Month

*Prices show on this page are subject to tax

Business Essentials

The Growth Package is designed for growing businesses that have a basic understanding of PPC and are ready to expand their reach online. It's ideal for companies looking to increase website traffic, generate more leads, and enhance brand visibility on a larger scale. This package provides more advanced features and strategies needed for a business in its growth phase.

Management Fee

\$1,000 per month

Suggested Ad Spend

\$2,500 - \$5,000 per month

Suggested Ad Spend

\$500 (one-time)

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Premium Creative Suite

The Enterprise Package caters to large businesses or those seeking an aggressive approach to their online marketing strategies. It's well-suited for corporations with broad market reach or complex advertising needs, requiring comprehensive and customized PPC solutions. This package offers extensive services including in-depth analytics and dedicated account management to meet the high-demanding requirements of large-scale operations.

Management Fee

\$2,000 per month

Suggested Ad Spend

\$5,000 and above per month

Suggested Ad Spend

\$700 (one-time)

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Project Rates

Continuing from the previous page, select the package that aligns with your requirements:

Starter Package

Included In This Package

- **Campaign Setup:** Initial configuration of your PPC campaign.
- **Basic Keyword Research:** Identifying fundamental keywords relevant to your business.
- **Standard Ad Creation:** Designing and setting up standard ad formats.
- **Monthly Performance Reporting:** Providing reports on campaign performance each month.

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Business Essentials

Included In This Package

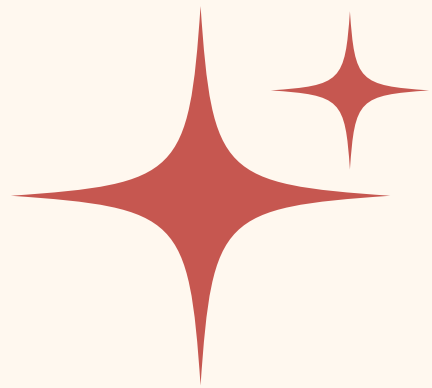
- **Advanced Campaign Setup:** More sophisticated setup including multiple ad groups and segmentation.
- **Advanced Keyword Research:** In-depth research to identify high-potential keywords.
- **A/B Testing:** Testing different ad versions to optimize performance
- **Complex Ad Creatives:** Designing more intricate ads with higher engagement potential.
- **Bi-Weekly Performance Optimizations:** Regular optimization for enhanced campaign effectiveness.
- **Bi-Weekly Reporting:** More frequent reports to closely monitor progress.

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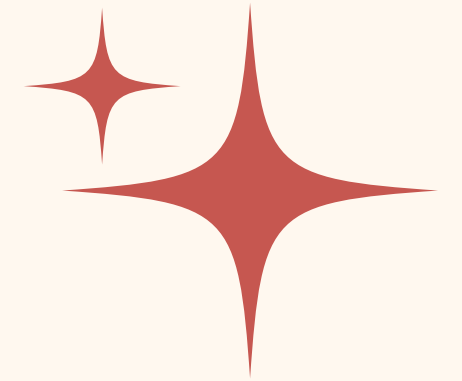
Premium Creative Suite Included In This Package

- **Comprehensive Campaign Management:** End-to-end management of complex PPC campaigns.
- **Extensive Keyword Research:** Comprehensive keyword analysis for maximum market reach.
- **Custom Ad Creatives:** Tailor-made ads designed for specific target audiences and goals.
- **Continuous A/B Testing:** Ongoing testing for continuous improvement.
- **Dedicated Account Management:** Personalized management by an experienced PPC specialist.
- **Comprehensive Analytics:** Detailed analytics for deep insights into campaign performance.
- **Ongoing Campaign Adjustments:** Regular updates and refinements to the campaign strategy.

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F.A.Q's



How does PPC campaign management work?

Our management includes strategy development, keyword selection, ad creation, and ongoing optimizations.

Is the ad spend included in the management fee?

No, the ad spend is separate from the management fee. The management fee is for our services in managing and optimizing your PPC campaigns, while the ad spend is the budget you allocate for running the ads on platforms like Google Ads or Bing Ads.

What is included in the monthly management fee?

The fee covers all aspects of campaign management and optimization.

What is the purpose of the setup fee?

The setup fee is a one-time charge for initiating your PPC campaign. It covers the initial setup, which includes campaign strategy planning, account setup, keyword research, and initial ad creation.

How is the suggested ad spend determined?

The suggested ad spend is based on the size and scope of your campaign. It's an estimate of what you should ideally invest in your PPC ads to achieve effective results. The actual amount can vary based on your specific goals and market competition.

Are the setup and management fees negotiable?

The setup fee is fixed as it covers the essential groundwork for your campaign. However, the management fee can be discussed based on the scale and complexity of your campaign.

Can I adjust my ad spend after the campaign starts?

Yes, you can adjust your ad spend based on the campaign's performance and your budget. We can provide guidance on how to optimize your ad spend for the best results.

Is there a minimum contract period for these packages?

There's no minimum contract period, but we recommend at least 3 months to effectively measure and optimize the campaign's performance.

What happens if I exceed my suggested ad spend?

Exceeding your suggested ad spend can potentially increase your campaign's reach and impact. However, it's important to balance this with ROI considerations, and we can help optimize your spend for maximum efficiency.



How to Get in Touch

For inquiries and service initiation,
please contact us at



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www.MediaIntegration.ca



Winnipeg, Canada

Conclusion



As we conclude this guide, I thank you for considering my PPC campaign services. My dedication to excellence, combined with my expertise in digital marketing and innovative strategies, positions me to effectively enhance your online presence.

Invitation to Collaborate with Us

I invite you to advance your digital advertising journey with me. Whether your goal is to boost online visibility, drive targeted traffic, or achieve specific PPC campaign objectives, I am ready to assist.



Take Action Today

Contact me now, and let's begin a journey to transform your PPC strategies into a powerful and successful component of your business.