



# PPC GOOGLE AD PROPOSAL

# What's there inside....

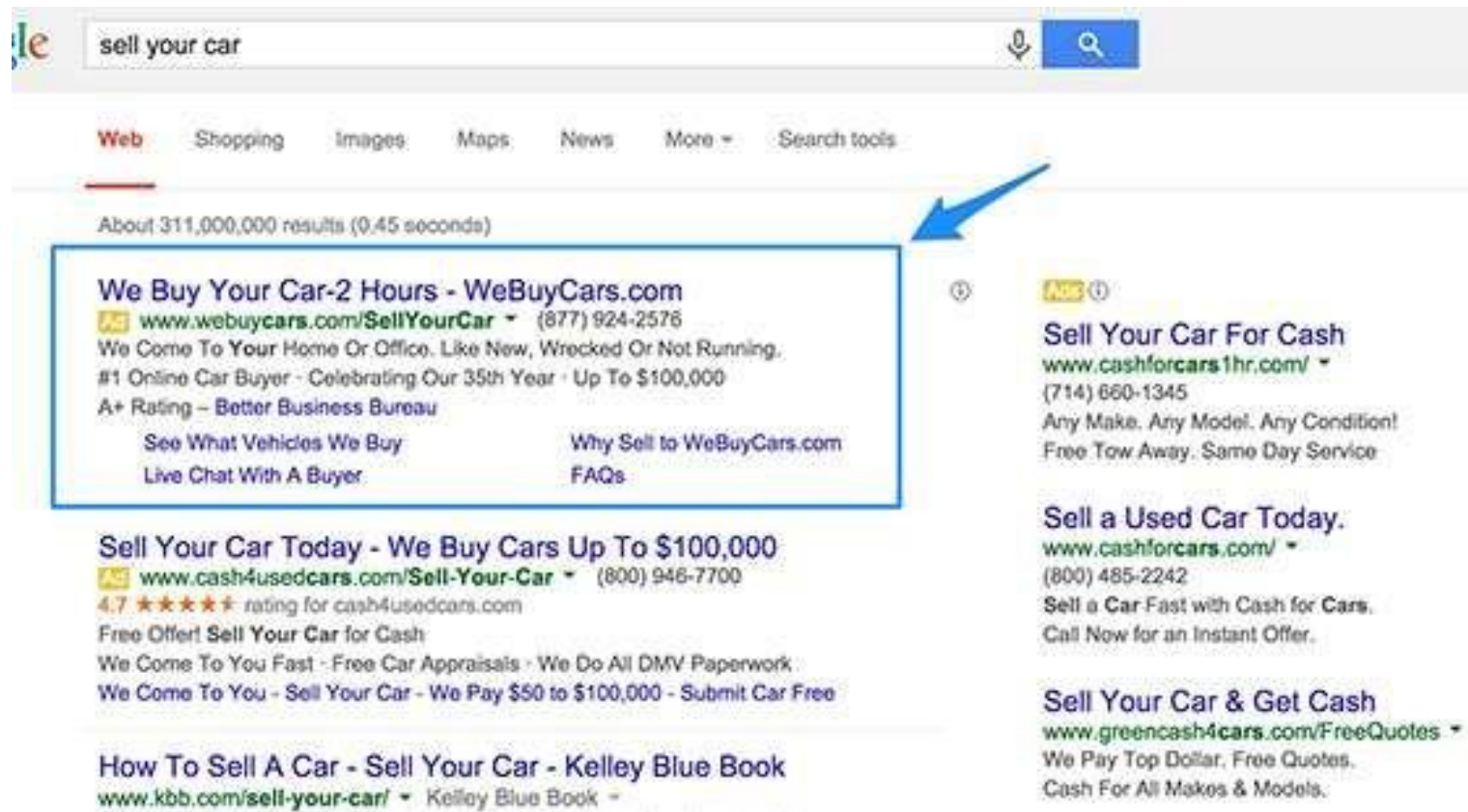
- » **Google Ads Overview**
- » **Benefits of Google Ads**
- » **Google Ads PPC Objective**
- » **Campaign Framework**
- » **Cost**

# Google Ads Overview

Google Ads is a tool offered by Google for advertisers who want to promote their products and services on Google's search network and on their partner websites. You can show your ads in different formats like text, image, gif & video. It helps businesses to promote and reach their potential audiences who are very interested in their products and services. As you know people are spending more time in the world of internet and Google is the commonly used search engine by a majority of your audience, then it is very important for you to target PPC campaigns on Google.

# Different Ad Formats

## Text Format



le sell your car

Web Shopping Images Maps News More Search tools

About 311,000,000 results (0.45 seconds)

**We Buy Your Car-2 Hours - WeBuyCars.com**  
www.webuycars.com/SellYourCar (877) 924-2576  
We Come To Your Home Or Office. Like New, Wrecked Or Not Running.  
#1 Online Car Buyer - Celebrating Our 35th Year - Up To \$100,000  
A+ Rating - Better Business Bureau  
See What Vehicles We Buy Why Sell to WeBuyCars.com  
Live Chat With A Buyer FAQs

**Sell Your Car Today - We Buy Cars Up To \$100,000**  
www.cash4usedcars.com/Sell-Your-Car (800) 946-7700  
4.7 ★★★★★ rating for cash4usedcars.com  
Free Offer! Sell Your Car for Cash  
We Come To You Fast - Free Car Appraisals - We Do All DMV Paperwork.  
We Come To You - Sell Your Car - We Pay \$50 to \$100,000 - Submit Car Free

**How To Sell A Car - Sell Your Car - Kelley Blue Book**  
www.kbb.com/sell-your-car/ Kelley Blue Book

**Sell Your Car For Cash**  
www.cashforcars1hr.com/ (714) 660-1345  
Any Make. Any Model. Any Condition!  
Free Tow Away. Same Day Service

**Sell a Used Car Today.**  
www.cashforcars.com/ (800) 485-2242  
Sell a Car Fast with Cash for Cars.  
Call Now for an Instant Offer.

**Sell Your Car & Get Cash**  
www.greencash4cars.com/FreeQuotes  
We Pay Top Dollar. Free Quotes.  
Cash For All Makes & Models.

# Image Format

## Sample Display Campaigns

The image displays several examples of display advertisements:

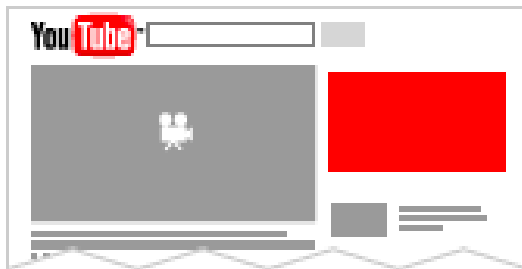
- Top Left:** A vertical ad on a news site with a woman's portrait and the headline "There's still money in new stocks - if you've got the right returns".
- Top Center:** A white ad for "Plagiarism Detection" with a red button and a green arrow pointing to it.
- Top Right:** A white ad for "Get our hottest stories delivered to your inbox" with a pink button.
- Bottom Left:** A blue ad for "VICE NEWS" and "HBO" with a red arrow pointing to it.
- Bottom Center:** A large ad for "Cage of Death" featuring a crocodile and a man's portrait, with the text "Cage of Death stunks you into dangerous crocodile tank".
- Bottom Right:** A dark blue ad for "TRY ON THE FUTURE" with a green arrow pointing to it.

Labels and arrows:

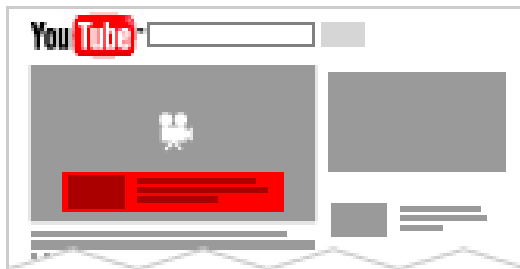
- "Display Ad" (black text) with a green arrow pointing to the "Plagiarism Detection" ad.
- "Display Ad" (black text) with a green arrow pointing to the "VICE NEWS" ad.
- "Display Ad" (black text) with a green arrow pointing to the "TRY ON THE FUTURE" ad.

# Video Format

## Display ads



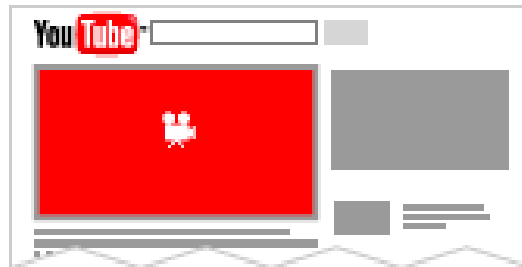
## Overlay ads



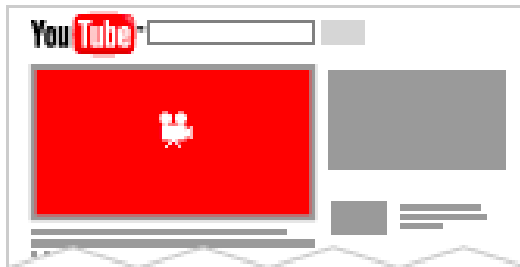
## Skippable video ads



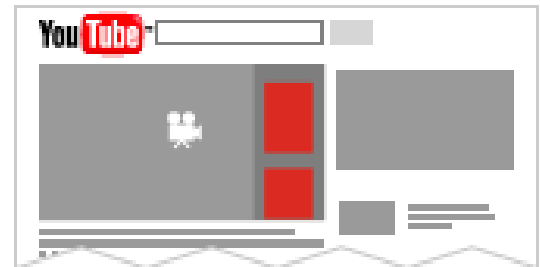
## Non-skippable video ads



## Bumper ads



## Sponsored cards



# Benefits of Google Ads

- » **Adwords works faster than SEO**
- » **Increase brand awareness**
- » **Track & measure everything**
- » **Target right people at the right time**
- » **Target only people whom you want**
- » **In-depth analysis of the campaign**
- » **Remarketing**

# Google Ads PPC Objective

The objective is to expedite Google Adwords campaigns that will increase brand visibility & delivers a positive ROI.

In order to achieve these objectives, we will run –

- 1. Search network campaign**
- 2. Display network campaign**
- 3. Video network campaign**

Once the campaign is ready and started to perform, we will track and measure the performance and will get to know whether we are achieving the goals.



# Campaign Framework

Here, I am going to tell you how we going to proceed with the PPC campaigns.

## **PPC Campaign Process -**

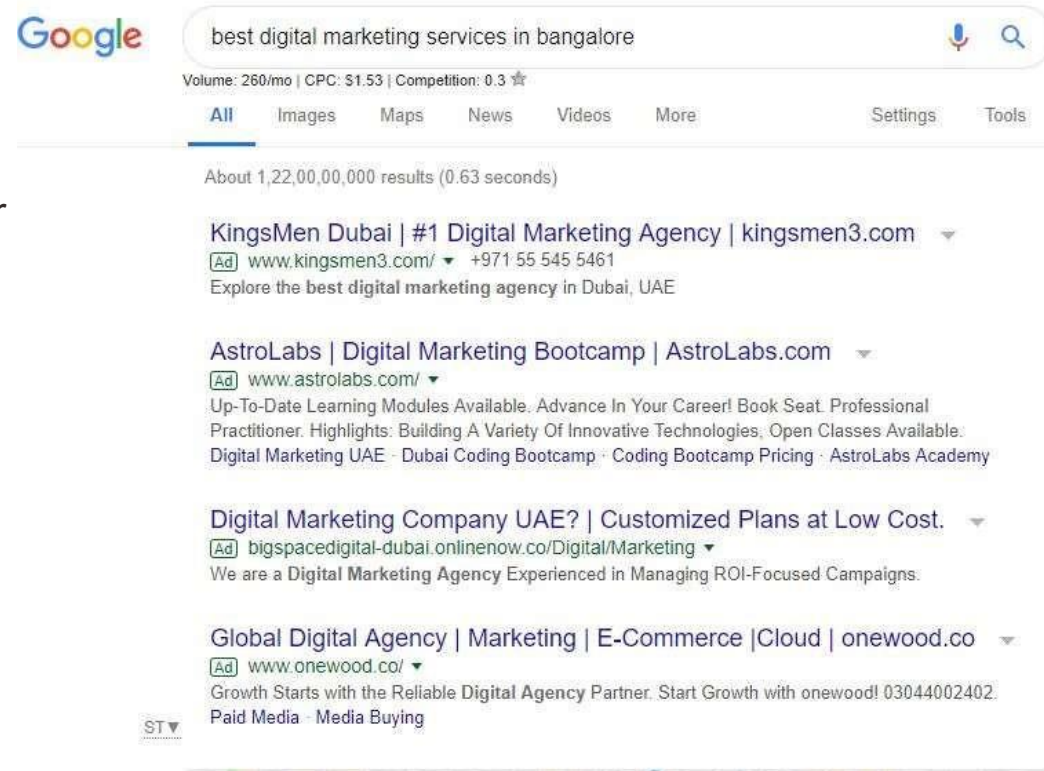
1. Landing page auditing
2. Keyword Research
3. Campaign Setup
4. Ad copy Creation
5. Account Set Up
6. Making the campaign live
7. Track & Measurement
8. Campaign Optimization
9. Reporting to Client

# Search Ads -

Target audience who ever is looking for your kind of services in Google search engine.

*On right hand side you can see the search term typed by audience and ads showing for it. We can show your ad on top of the page and get leads*

- Benefits of Search Ads-
- Instant result
- Pay only for clicks
- Only targeting your kind of customers
- Right audience at right time



The screenshot shows a Google search interface. The search bar contains the text "best digital marketing services in bangalore". Below the search bar, there are navigation tabs for "All", "Images", "Maps", "News", "Videos", and "More". The search results are displayed as a list of advertisements. The first ad is for "KingsMen Dubai | #1 Digital Marketing Agency | kingsmen3.com" with a phone number "+971 55 545 5461". The second ad is for "AstroLabs | Digital Marketing Bootcamp | AstroLabs.com" with a website "www.astrolabs.com/". The third ad is for "Digital Marketing Company UAE? | Customized Plans at Low Cost." with a website "bigspacedigital-dubai.onlinenow.co/Digital/Marketing". The fourth ad is for "Global Digital Agency | Marketing | E-Commerce | Cloud | onewood.co" with a website "www.onewood.co/".

# Display Ads-

Target audience through image ads through 3<sup>rd</sup> party websites which is associated with Google. In display CPC will be much lesser comparing to the search ads. We can expect more traffic from this network.

## Benefits:

- ✓ Brand awareness
- ✓ Effective target
- ✓ Low cost per click
- ✓ High traffic
- ✓ Device targeting
- ✓ Placement targeting
- ✓ Topic targeting
- ✓ Remarketing
- ✓ Keyword targeting

The screenshot shows the India Today website interface. At the top, there is a navigation bar with 'NEWS', 'LIVE TV', 'INDIA TODAY', 'APP', and 'MAGAZINE'. Below this is a secondary navigation bar with categories like 'HOME', 'VIDEOS', 'INDIA', 'MOVIES', 'TECHNOLOGY', 'FYI', 'SPORTS', 'EDUCATION', 'TELEVISION', 'LIFESTYLE', 'WORLD', 'AUTO', and a search icon. The main content area features a large banner ad for 'Eligma' with the text '4 DAYS till the end of Presale' and a 'Join now' button. Below the banner, there are several article snippets under the heading 'TOP STORIES'. One article is titled 'No bail for Salman Khan today,' with a black and white image of Salman Khan. Another article is titled 'Salman Khan in jail LIVE: Sisters Arpita, Alvira reach Jodhpur jail to meet brother'. A third article is titled 'Meet Aishwarya Rai, Tej Pratap Yadav's wife-to-be'. A fourth article is titled 'How Pakistan reacted to Salman Khan blackbuck poaching case verdict'. A fifth article is titled 'Headless body of Kashmiri youth found near home days after he was...'. On the right side, there is a sidebar with a chart titled 'Track Your Site Rankings' showing various metrics like '1.84%', '32.85%', '3.91%', and '0.54%'. The chart is labeled 'Position Tracking' and 'Domain and URL rankings in organic & paid search. Any device type. Try for free!'. There are also arrows pointing to the banner ad and the sidebar ad, labeled 'Google banner ads'.

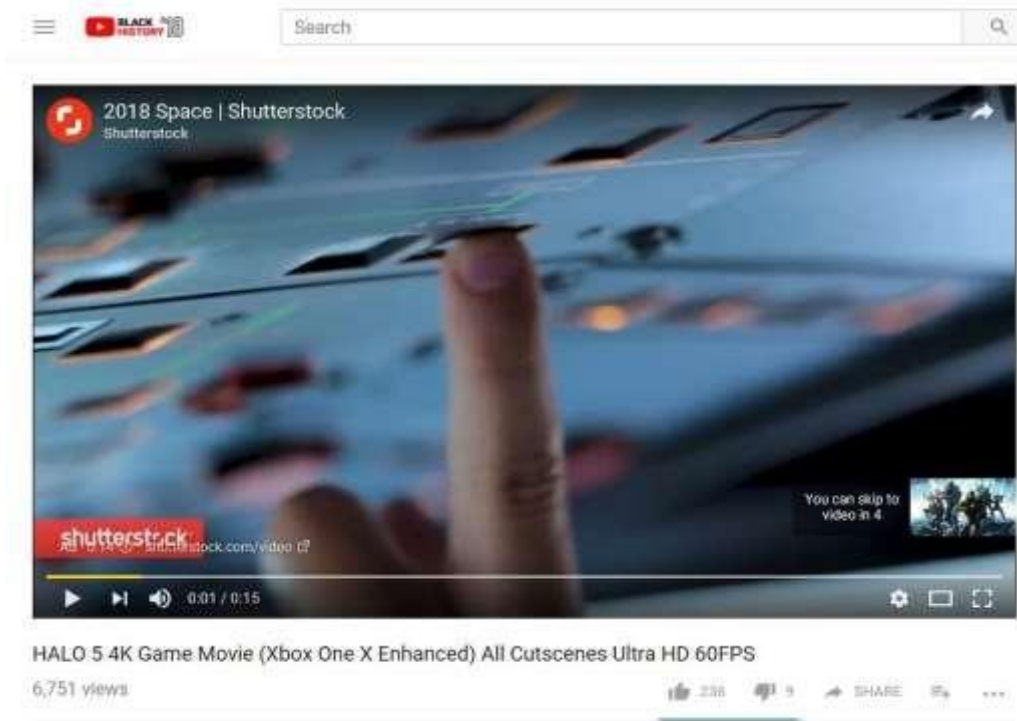


# Video Ads –

We can promote your business in YouTube and on websites which is part of Google video network. Your ads will be shown on YouTube search results or before, in between of a running video.

A message conveyed through a video stays in the audience mind much deeper than any other way.

This will be purely for branding and we will create 2 types of ad here, one is bumper ads and other in stream ads which will appear just before a video plays or in middle of playing video.



6 Seconds Ads

In stream video ads

# Campaign Optimization & Reporting –

As we process with the campaign, we will be optimizing the campaign with one thing in our mind, that is how to achieve the targeted goal for the month.

There will be 24 hours services from company to check your account.

As our goal is Branding and as well as lead generation, we will have separate campaigns targeting both goal. And **daily, weekly and monthly** we will be sending you the campaign performance report and you can see how we are processing.

**For Branding** - How many clicks and how much spend

**For Lead generation** - How many conversion and how much we are spending per lead



# PPC Fees

## PPC Marketing -

– Account Setup (1<sup>st</sup> Time Only ) – **1000** INR

**Charges** – 30% Charges of Client Budget on monthly basis.

**Example –**

**Monthly Client Budget – 10, 000 INR**

**Total Charges – 1000 + 2000 (20% Charges) = 3000 INR**

PPC

### **Note:**

- The above fees is defined on per month basis.
- ***Banners Charges extra*** for Display Campaign.

**Thank You**