

FIRST IDEA WEB DEVELOPMENT(Pvt.)Ltd.

GOOGLE
ADWORDS & PPC

OCTOBER
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AdWords and PPC

First Idea Web is the market leader in PPC marketing. We have the team of experts who will improve ROI with measurable results.

We design innovative and successful Google ads campaigns according to your specific industry, marketing strategy, and ads budget. Moreover, we do

- ❖ Continuing evaluation
- ❖ Monitoring
- ❖ Modification

Working Cycle

- ❖ Research Phase
- ❖ Strategy Phase
- ❖ Performance Indicators and Measurement Phase
- ❖ Campaign Setup & Execution



Research Phase

We firstly do the research on your competitive insights free of charge. So you will get to know:

- ✓ Total spending's of your competitors on paid search ads.
- ✓ Total Click Per Month
- ✓ Total impressions Per Month

Strategy Phase

We provide you with an all-inclusive strategy plan of using the competitive insights and AdWords / SEM / PPC. Along with this, you will get a recommendation of targeting the audience in different ways to achieve digital objectives and goals

Performance Phase

Campaign varies from product, brands, or industry. We ensure the effectiveness of the campaign to reach your goals with effective KPIs. First Idea Web is a right place for E-Marketing. We know when and how advertising works!.

The main focus is to enhance awareness of your product/ service/ brand among target audience through our brand lift service

Campaign Setup

The client will inform about the goal for ad campaign from below

Search Ads

Ad Groups:

- Division of campaigns into certain ad groups according to industries/ product/services/geographies of the target audience for best optimization

Text Ads Development:

- We select the best keywords and write eye-catching text to create Text Ads.
- We use different features like call extensions, callouts, site links, and many more

Keywords:

- We provide a list of keywords for proper consultation of your product, service, audience, industry, competitor, and many more.
- So, the client will provide the details of industry, product/service, networking, and target audience

Landing Page:

- An effective campaign needs powerful content on the landing page of that campaign. So, we provide optimization service of the landing page to improve structure and feedback of content.
- So, your ad will have a high-quality score and you will be able to see more conversions

Search Ads

Bid Optimization:

- Use of best-aligned strategy for bidding with well defined KPI w.r.t campaign.
- It will be followed by Cost per Click (CPC) / Cost per Thousand Impressions (CPM) / Cost per Acquisition (CPA).

Display Ads

We deliver the message of your brand at right time to the right customer through sophisticated tactics of target consumers.

Interest categories

We research and design relevant message to target consumer.

Contextual consumer targeting

We display your ads exactly at the right time when the consumer is searching and consuming content contextually which is exactly relevant to your services or product.

Remarketing

We re-engage the audience and bring them back by showing interest in your products


Campaign Management and **Reporting Service**

We will optimize your campaign on a daily, weekly, monthly basis.

What we will do?

- Removal of underperforming or ads/keywords
- Testing new ads/keywords
- Adding negative keywords
- Landing page optimization to enhance the quality score

What you will get?

- Monthly reports with metrics and results of the campaign
 - Summary of optimization
 - Summary of insights with the previous and current progress
 - Summary of ad groups and keywords
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PPC Campaigns Price

Plan	Basic	Intermediate	Advanced	Premium
Keywords	30	50	100	150
Ad groups(up to)	6	10	20	30
Ad text version	1	2	2	3
Monitoring	Monthly	Monthly	Bi-weekly	Weekly
Conversation	No	Yes	Yes	Yes
CT pages	N/A	10	20	30
Landing page	N/A	Yes	Yes	Yes
Google analytics	No	No	No	Yes
Initial Setup Fee	Rs.7500/-	Rs.11,000/-	Rs.15,000/-	Rs.25,000/-
Monthly maintenance	Rs. 2500/-	Rs. 5000/-	Rs. 6000/-	Rs. 8000/-
Total	Rs. 10,000/-	Rs. 16,000/-	Rs. 21,000/-	Rs. 33,000/-

TERMS & CONDITIONS

1. The Client is required to nominate one person during the entire project life cycle for assistance. We'll Post on social media with gap of one day according to his instructions.
2. The cost may increase if client changes the initial requirements.
3. All the communication will be conducted through emails.
4. Client must provide all the information as per requirement.
5. Prices are exclusive of all Government Taxes
6. We'll receive **100%** advance payment In the start of every month.





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