



**PPC GOLD PACKAGE:** For campaigns with medium (\$3,000 - \$4,999) / month budget. With an option to include Search Network Campaign, Display Network / Remarketing.

**NOTE:** We Only Charge You For The Services We Offer Your Company. You Are Responsible To Pay For Advertisement Cost. Thank You.

We utilize the correct platform to achieve your goals. Depending on your needs, we can do Search Campaigns and Google Display Network to create Remarketing campaigns.

**Platforms Includes:**

Search Marketing Platform: Yes

Google Display Network: Yes

Remarketing: Yes

Text Ads: Yes

Facebook: No

LinkedIn: No

**Banner Ads Creation (1 set x 6 sizes): Plus \$249**

By analyzing your business and marketing goals, we would use the best ad extensions to boost the performance of your campaigns and attract the right visitors to your website.

**Ad Extensions Includes:**

App Extensions

Call Extensions

Review Extensions

Callout Extensions

Sitelink Extensions

Location Extensions

Extensive research at the start of the campaign allows us to understand your business and use the right keywords tied with the best ad text to optimize your campaign. All keywords and text only deployed upon your approval.

**Search Campaign Setup Includes:**

Keyword Research: 6 hours

Campaign Structuring

Daily Budget Set-up

Ad Copy Creation

Ad Scheduling

Ad Extensions

Set-up Report

We monitor and optimize your campaigns constantly to increase the efficiency for each click.

**Search Campaign Management Includes:**

Bid Optimization: Twice a week

Report Generation: Monthly

Ad Extension Management

Keyword Management

Negative Keywords

Report Analysis

Ad Copy Test

Auditing

Bidding

For branding and Remarketing campaigns, we recommend Google Display Network. Banner Ads not included.

**Google Display Network and Remarketing Includes:**

Remarketing List

Banner Ads Setup

Audience Creation

Text / Image / Responsive Ad Format

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