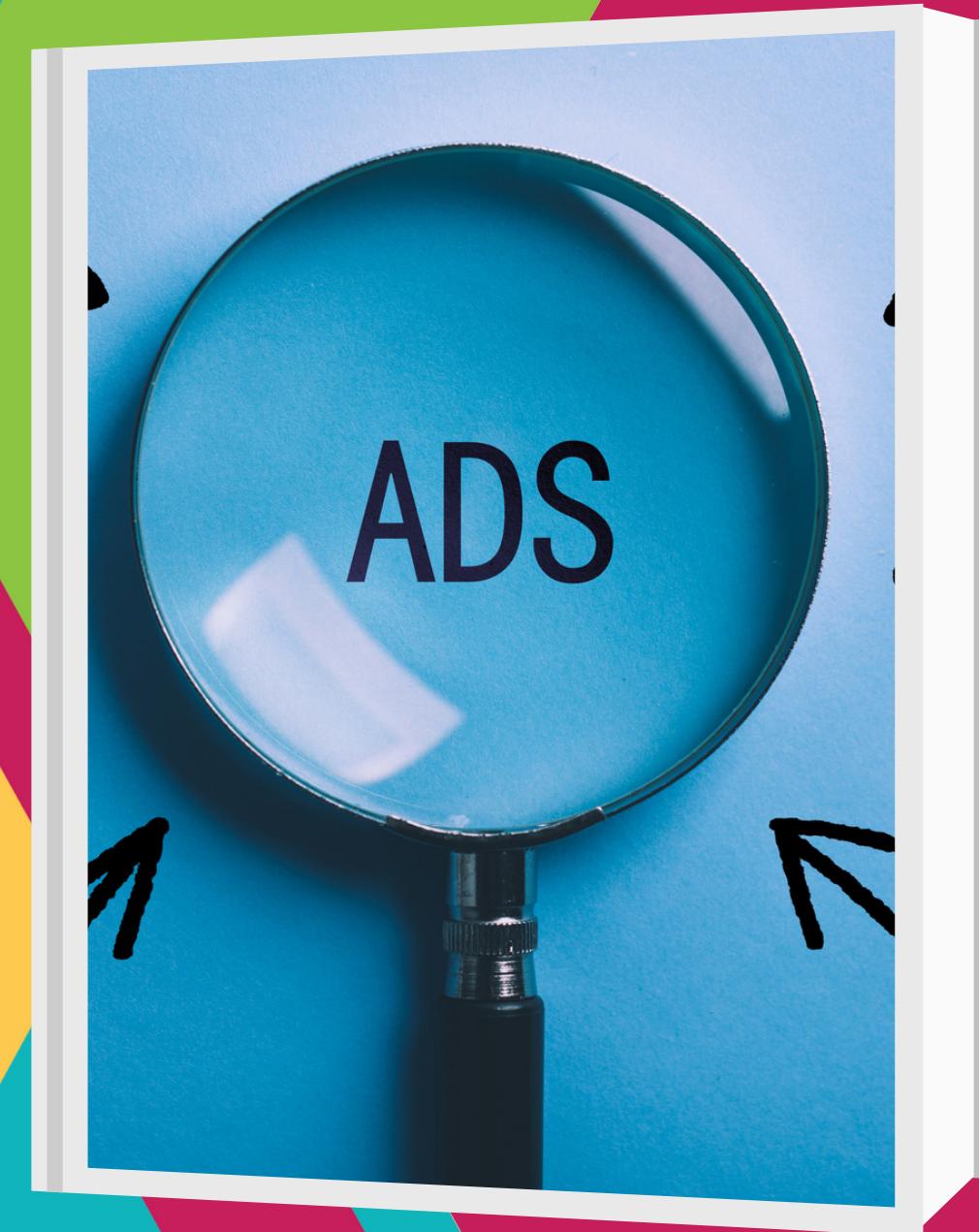


Google Ads Service Summary



www.creativeconversions.co



Service Summary

GOOGLE ADS PRODUCT

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

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Google Ads

- **Google Ads Service**

Our Google Ads specialists will drive your Google Ads campaign towards success.

- **Why Google Ads**

Google Ads is the most powerful advertising platform to boost traffic, collect more leads and increase sales.

- **Target Potential Audience**

Get in front of the potential audience when and where they are actively searching keywords related to your business.

- **Achieve Results Fast**

Quickly measure everything about your Google Ads. i.e. Advertising costs, Profits, Ad clicks, Website views, Landing page visits, Calls made to your business, and any specific action completed via Google Ads within your business site.

- **Cost Effective & High Return On Investment**

Google advertising is low-cost compared to other types of marketing. Without a doubt, it is one of the most cost-effective ways to receive a high ROI.

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Our Approach To Google Ads Management

Our Google Ads certified team understands what it takes to develop a great Google advertising strategy for your business. We highly focus on creating targeted campaigns that are cost-effective and profitable.

- Research & Discover

In the initial stages, we understand and research your business as much as possible, including its complexities, target audience, and industry forecast.

- Competitive Research

Our experts will analyze your business, its industry, and who the different players are in the market that is creating competition. We use industry-leading software SEMrush to research and analyze the digital advertising footprint of your competitor campaigns.

- Comprehensive Account Analysis (Only for Running Accounts)

Without an understanding of historical data and competitive analysis in Google Ads management, you can't drive a campaign to success. The most important asset available to us is your historical account data. Our Google Ads specialists focus on both aspects to meet your advertising needs and generate maximum results.

- Build Strategy & Campaign

Our research and analysis will jointly change into an effective PPC strategy. Our Google Ads specialists draft a complete action plan and strategies that will deliver the best results to achieve your business goals.

- Optimize, Grow & Repeat

Campaign Ads will be tested using A/B testing methods to determine which ads lead to the highest clickthrough and conversion rates. Our experts will make sure that your Google Ads campaign is properly optimized to achieve your business goals.

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Our Range of Google Ads Services

We offer a complete range of Google Ads Management Services.

- Google Ads Website Audit
- Google Ads Account Audit
- Advertising Research
- Competitive Analysis
- Search Network Advertising
- Local Search Ads
- Display Network Advertising
- Video Ads
- Google Shopping Ads
- Universal App
- Re-marketing
- Keywords Management
- Campaign set-up Only
- Ad copies creations
- Tracking
- Reporting, Analysis & Remarks

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Our Google Ads Process

On Initiation

- We send a briefing document for you to fill in.
- We will run a Google Ads audit to get an understanding of the industry's Google Ads particulars.

Campaign Setup

- Set up campaign parameters as per the brief.
- Create all content and send to you for review. This includes:
 - Ad groups and Keywords
 - Initial ad copies with split testing
 - Ad Extensions
 - Negatives
 - Images for display campaigns if necessary
- You review and approve.
- Final elements are set up, billing, and go live.

Management

- Statistical reviews
- Ongoing optimisation of ad copy, keywords selection, negatives, and bids.
- Monthly reporting, including advice (around quality, score, etc).
- Implementation of new Google Ads features following your approval.

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Why Choose Us for Your Google Ads Management

- Management

Being a reputed Google Ads service provider, we will ensure that you are connected with your customers wherever they are.

- Expertise

As a Google Ads management service provider, we have a team of highly skilled and experienced PPC consultants with years of hands-on experience in delivering good results. In addition, we have copywriting experts to produce high-impact ads.

- Stay Ahead of Your Competition

Our team continuously analyzes conversion rates and identifies gaps to ensure ad spend is invested in phrases showing a higher return on investment. This empowers us to keep your Ad campaign innovative and one step ahead of the competition.

- Stability

With an extensive, full-time staff and a strong track record in different internet marketing disciplines, we are the Google advertising agency you can rely on for as long as your pay-per-click campaign runs in an efficient manner.

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Our Responsibilities

- Get appropriate information to set up a competitive campaign.
- Set up campaign structures professionally and according to the brief.
- Implement approved campaign copy to specification.
- Set up all conversion functions to ensure a clear measurement of results.
- Report results accurately each month, in your brand.
- Manage/optimize accounts to conversions through the use of:
 - Split testing.
 - Negative keywords.
 - CPC optimization.
 - Improvement in quality score recommendation.
 - Other Google Ads techniques and recommendations.
 - Work together with you to optimize the outcome for your business.

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Your Responsibilities

- Work closely with our Google Ads team to get the best engagement and result.
- Filling out the initial brief completely and on time.
- Review, fine-tune and approve the campaign structures and content in a timely manner.
- Working closely with our Google Ads specialists in the early weeks, for fine-tuning the campaign.
- Work closely with our team when recommendations are made to improve performance, particularly with website changes

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Google Ads Limitations

Google Ads Limitation:

Ads disappear once a campaign reaches its budget and listings will disappear once a campaign is complete.

Our Google Ads Process Limitation:

Responding efficiently towards each aspect of registered project proceedings is very important to be on a smooth path. Our Google Ads team follows a well-defined Google Ads process.

Any delays from your side towards any aspect of the project can create limitations for us to proceed and complete activities within a determined timeline. i.e.

- If the intake form is not completed or partially completed on your side, there will be limitations that will arise for the Google Ads team to take the next step of Campaign drafting/setup on time.
- If there's a delay in approvals on your side in regards to any opportunity, suggestions, or recommendations, the Google Ads team will be unable to implement the best practices/strategies/experiments to improve the campaign.

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Successful Google Ads What's Next

When the Google Ads campaign is successful and has achieved the goals it was set out to reach for your business, it can further develop into the next strategy:

- If the goal is generating leads on a landing page, you can:
Optimize the landing page for a better conversion rate.
Create an ongoing nurturing program that is robust through copywriting.
- If the campaign is just sending traffic to the home page:
Different variations of the landing page can be created for performance testing.
- Start SEO for more traffic, focusing on the most successful keywords in Google Ads.
- Look at extending a display and remarketing campaign with Social Media ads and retargeting.