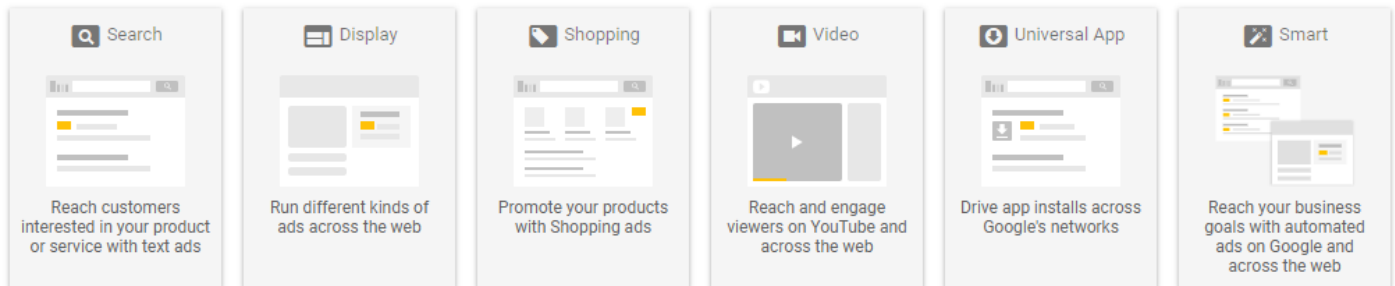


Obtain immediate visibility through Pay Per Click (PPC) Advertising.

<u>STARTER</u>	<u>(BEST VALUE)</u> <u>PROFESSIONAL</u>	<u>ENTERPRISE</u>
Setup & Maintenance: R1,500.00 ADS Budget: R2,000.00 Total Monthly: R3,500.00	Setup & Maintenance: R2,500.00 ADS Budget: R4,000.00 Total Monthly: R6,500.00	Setup & Maintenance: R3,500.00 ADS Budget: R8,000.00 Total Monthly: R11,500.00
<u>ESTIMATES:</u> R65.79 Per Day 3 869-6 484 Impressions 191-320 Clicks	<u>ESTIMATES:</u> R131,58 Per Day 7 760-12 968 Impressions 383-640 Clicks	<u>ESTIMATES:</u> R263.16 Per Day 15 540-25 935 Impressions 767-1 280 Clicks
<u>SETUP</u>		
Keyword research	Keyword research	Keyword research
1 Campaign	2 Campaigns	3 Campaigns
3 Ad groups	6 Ad groups	9 Ad groups
Extensions (call, location, call outs)	Extensions (call, location, call outs)	Extensions (call, location, call outs)
Load negative keyword list	Load negative keyword list	Load negative keyword list
<u>ONGOING</u>		
Landing page management	Landing page management	Landing page management
Manual CPC bidding	Enhanced bidding strategies (Target CPA, Target ROAS)	Enhanced bidding strategies (Target CPA, Target ROAS, Maximize Clicks)
Review geographic, time of day, day of the week performance	Review geographic, time of day, day of the week performance	Review geographic, time of day, day of the week performance
Review and add keyword phrases	Review and add keyword phrases	Review and add keyword phrases
Monitor Typical Competitor Budget Range	Monitor Typical Competitor Budget Range	Monitor Typical Competitor Budget Range
Goal I: Get more calls	Goal I: Get more calls	Goal I: Get more calls
-	Goal II: Get more websites sales	Goal II: Get more websites sales
--	-	Goal III: Get more visits to your location
Add negative keywords	Add negative keywords	Add negative keywords
Review and improve adverts	Review and improve adverts	Review and improve adverts
Review impression share actions	Review impression share actions	Review impression share actions
Removing redundant keywords	Removing redundant keywords	Removing redundant keywords
Track, measure, report	Track, measure, report	Track, measure, report
Monthly reports	Monthly reports	Monthly reports
<u>ONCE-OFF</u>		
Google My Business.	Google My Business.	Google My Business.
Google Analytics.	Google Analytics.	Google Analytics.
Search Console & Site Verification.	Search Console & Site Verification.	Search Console & Site Verification.

Campaign Types:



Enhanced Bidding Strategies:

- **Target CPA:** Sets bids to get the most conversions possible while reaching your average **Cost-Per-Acquisition (CPA)** goal.
- **Target ROAS:** Sets bids to help you get the most conversion value while maintaining your **Target Return On Ad Spend (ROAS)**.
- **Maximize Clicks:** Sets bids to get the most clicks within your budget.
- **Target Impressions Share:** Automatically sets your bids to increase your ads' chances of appearing in the search page area you select.
- **Target Search Page Location:** Adjusts bids to get your ads to the top of the page or the first page of search results.
- **Target Outranking Share:** Sets bids to outrank another domain's ads.
- **Enhanced CPC:** Adjusts your manual bids up or down to help you get more conversions.

Terms & Conditions:

- Promotion is only activated on new accounts when R200.00 has been spent in 30 days.
- All AdWorks Accounts will be created and added under my Manager Account.
- For security and privacy, client will not have access to the newly created AdWorks Account.
- Access to your cPanel and/or Webpage will be required if any files needed to be uploaded to FTP.
- Account will be active only when payment has been received.

Any questions or concerns, please contact Eon Kruger on +27 79 448 6821 or you can email info@impaxivemedia.co.za.