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| --- | --- |
| **Prepared for:**  [Client. FirstName] [Client. Last Name]  [Client. Company]   |  | | --- | | **Prepared by:**  [Sender. FirstName] [Sender. Last Name]  [Sender. Company] | |

## Introduction

Thank you for taking the time to consider my Pay Per Click proposal. Pay Per Click, or PPC as it is known in the industry, can be a vital tool for businesses to maximize their potential customer base. If you think about your own internet usage, imagine how often you find yourself in front of search results, whether on Google, Yahoo, or another platform. By combining proper keywords that reflect what your company offers, we can put you in the most visible position on any search results page.

## How it Works

PPC is pretty straightforward, and maybe you’re already familiar with the basics, but let me give you a clear example of what we do.

Your company sells [Product Example], and you have countless competitors in this field. If we bid on the words [Keywords Example], your ad can pop up in the top position in search results, or perhaps a few positions from the top but still highly visible. The point is, people can find your company without even initially searching for it.

Now, let’s say someone clicks on your ad. Sure, you will be charged a fee for each click, but when you compare that figure to the potential sale of your products, it’s easy to see the return on investment.

For example, if the ad costs $3 for a click and that click results in a $100 purchase on your website, you’re still netting a huge gain even factoring in our management fee.

Now that you can see the value of PPC investment, here’s how we’ll build your successful campaign.

## Campaign Building and Management

We will start by analyzing your business and researching your industry. Based on the findings, we will pick perfect keywords and organize them in strong campaigns and ad groups. The next step is setting up PPC landing pages for conversions optimization. The main benefit of a well-researched PPC campaign is that, believe it or not, the more relevant and intelligent you make it, the less search engines like Google charge for your ad clicks. If users like your ads, you’ve won big time.

This is why we believe our PPC creation is not just valuable, it is essential.

One of the secrets to keywords success is maintaining a steady flow of search terms and adapting to patterns. Here’s an example of how we will manage your PPC campaign:

1. **Staying current:** Why pay for something that doesn’t work for your company? We know the answer, and that's why we constantly monitor the effectiveness of your keywords to maximize results.
2. **Covering all the bases:** Not all keywords are created equal, so in some cases the most popular terms and words won't get you too far. That's why we will develop a set of less frequent long-tail keywords to keep you competitive.
3. **Ongoing process:** Once you start a PPC campaign, it should constantly adapt to changes in the search environment. We will make sure to stick to relevant best practices regarding search result.
4. **Clearing clutter:** If something isn’t working, it goes in the trash bin and we analyze why the keywords did not work out. Thus, you get an idea of what is effective and is not.

## Target Channels

There are different advertising platforms for PPC campaigns, and we want you to know where your business will appear in search results.

In addition to Google AdWords, the undisputed king of PPC, there are other big-name platforms as well as myriads of smaller ones. Bing Ads, Facebook, and AdRoll are among big players. Ad space can also be purchased through BuySellAds, Advertise.com, eZanga, and 7search.  
   
Please choose which platforms [Client Company] wants to target:​

|  |  |
| --- | --- |
| Google Ads  Bing Ads  Facebook  AdRoll | BuySellAds  Advertise.com  eZanga  7search |

## Pricing and Agreement

There are a variety of ways ad management companies charge for PPC campaigns. We base our work on the following two:

* a flat rate reflective of how many keywords [Client Company] wants to buy,

or

* a percentage of total spend on PPC ads.

It all depends on the size of the campaign. Here’s what the options look like:

#### Keyword option

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Price | QTY | Subtotal |
| Campaign with up to 400 keywords | $350.00 | 1 | $350.00 |
| Campaign with up to 2,000 keywords | $1,500.00 | 1 | $1,500.00 |
| **$1,850.00** | | | |

|  |  |
| --- | --- |
| Subtotal | **$1,850.00** |
| Discount | **$0.00** |
| Tax | **$0.00** |
| **Total** | **$1,850.00** |

### Percentage option

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Price | QTY | Subtotal |
| One-time setup fee for 14% spend share ($2,501—$15,000 monthly PPC spend) | $1,750.00 | 1 | $1,750.00 |
| One-time setup fee for 12% spend share ($15,000+ monthly PPC spend) | $2,500.00 | 1 | $2,500.00 |
| **$4,250.00** | | | |

|  |  |
| --- | --- |
| Subtotal | **$4,250.00** |
| Discount | **$0.00** |
| Tax | **$0.00** |
| **Total** | **$4,250.00** |

Pricing can be adjusted based on results. If [Client Company] decides to increase or decrease its campaign, it must be regulated by an amended agreement with [Sender Company].

Upon signing this agreement, [Client Company] will pay half of the first month’s fee. The rest will be due at the end of the month, and all subsequent payments must be issued by the end of each month.

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| --- | --- |
| [Sender Company] | [Client Company] |
| [Sender First Name] [Sender Last Name] | [Client First Name] [Client Last Name] |