

# PPC MANAGEMENT

**BIZCOR®**

## OPTIONS

### FULL SERVICE

**10% OF AD SPEND**

(\$500/mo. minimum)

+

additional set up fee

### LITE

**\$400/mo.**

+

\$400 set up fee

(\$2,000/mo spend maximum,  
Google Ads only)

### DYNAMIC REMARKETING ONLY

**\$250/mo.**

+

\$250 set up fee

### HOME OWNER ACQUISITION

Included in complete  
Home Owner Acquisition  
package with SEO

## ADD-ONS

### CALLRAIL CALL TRACKING

**+\$100/mo.**

+

\$300 set-up fee to set up  
reporting

### PAID SOCIAL

**10% OF AD SPEND**

(\$200/mo. minimum)

+

additional set up fee

# SERVICES

## ACCOUNT SET UP

☑ **Introductory strategy call**

Intro call to get every on the same page re: strategy.

☑ **Keyword research**

Research market to determine what keywords to bid on.

☑ **Competitor research**

Research competitors to determine who else is bidding on keywords, what bids to set, and what Competitor keywords to bid on.

☑ **Historical analysis**

Analyze previous account performance to help with account build out.

☑ **Account build-out & revisions**

Put together new account build in Google Sheets with Campaigns, Keywords, Bids and Ad Copy. Send to client for approval before launching.

☑ **Bing account (Full Service)**

Can also launch ads on Bing Ads network if client chooses to do so.

☑ **Remarketing ad creation**

Add remarketing code to site and create responsive display ads via Google Ads.

☑ **Dynamic remarketing**

Add remarketing code to site, build out property feed, and create dynamic remarketing ads to send users to specific properties they were previously looking at (Streamline clients only).

☑ **Conversion tracking**

Set up conversion tracking to track all leads and bookings on site via Google Analytics. Also includes call tracking leads/bookings if included.

☑ **Call tracking (CallRail add-on)**

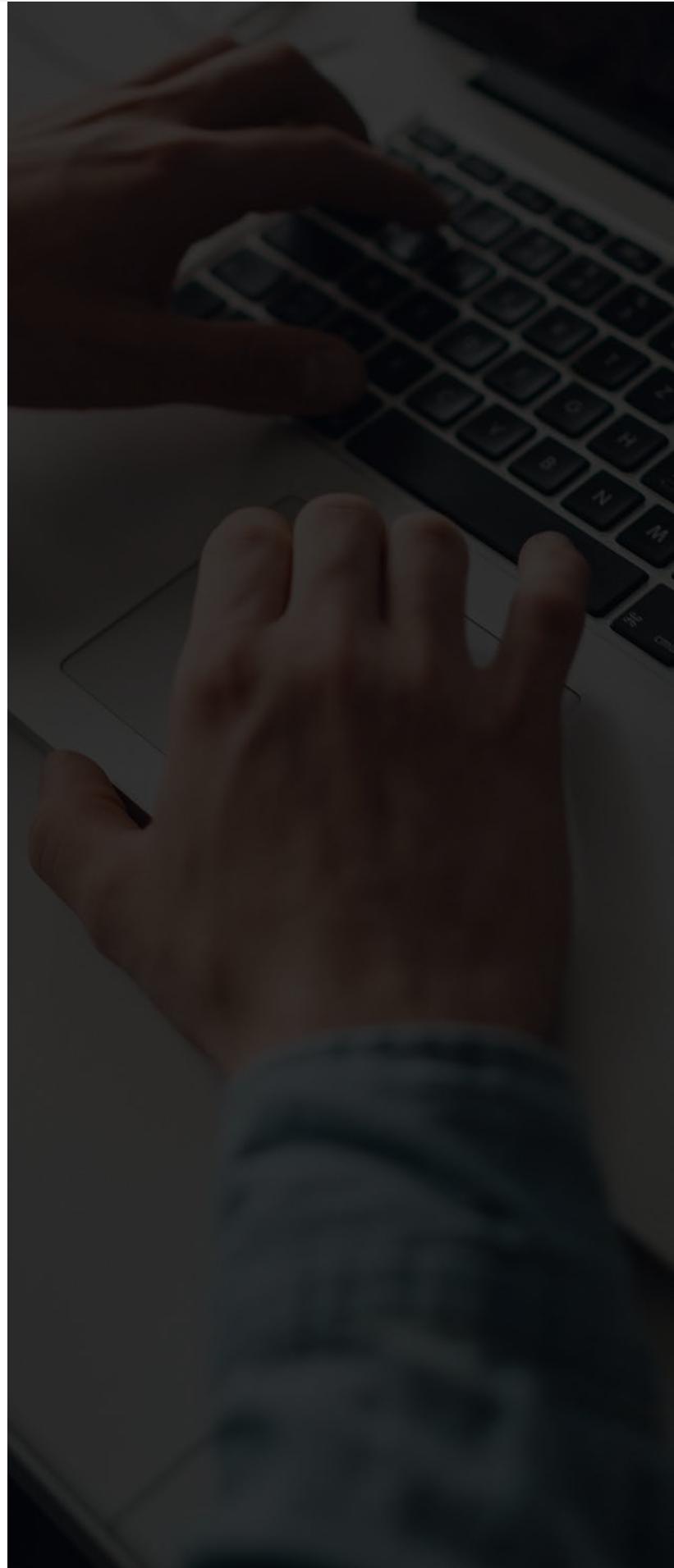
Set up call tracking if using CallRail add-on. This includes adding CallRail code on site, integrating CallRail data into reporting, and cross referencing CallRail data with Streamline booking data to determine call bookings (data down to keyword level).

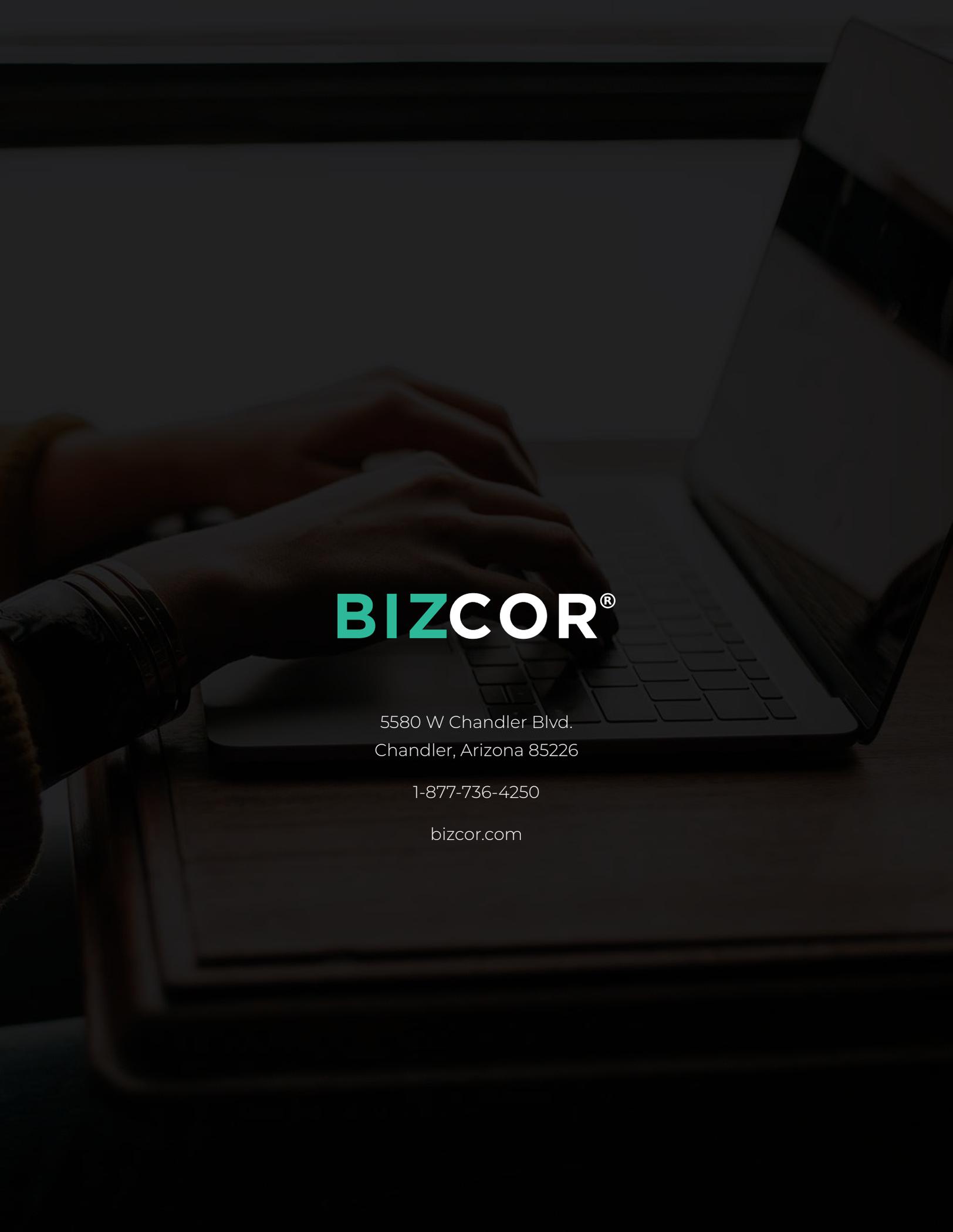
☑ **Custom reporting**

Create custom Google Data Studio reports to clients specifications.

## ONGOING MANAGEMENT

- ⓧ **Keyword bid management**  
Adjust keyword bids on a regular basis to optimize account towards ROI.
- ⓧ **Keyword expansion**  
Add additional keywords as needed.
- ⓧ **Ad copy testing & revisions**  
Test multiple versions of Ad Copy against each other to determine best performing messaging.
- ⓧ **Negative keyword additions**  
Add negative keywords to the account to ensure we're only bidding on the most relevant traffic.
- ⓧ **A/B testing**  
Test landing pages, ad headlines, location targeting, etc. to constantly optimize and determine top performers.
- ⓧ **Weekly reporting (Full Service)**  
Weekly report updates to highlight the previous week's performance and update on any account changes.
- ⓧ **Monthly reporting (Lite)**  
Monthly report updates to highlight the previous month's performance and update on any account changes.
- ⓧ **Review calls (Full Service)**  
On-demand or scheduled review calls to discuss performance and plan ahead.





**BIZCOR**<sup>®</sup>

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