

# 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 one 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.



## TESTIMONIALS



“

*We love the Bizcor team and working with Mike Cooperberg, that provides excellent PPC service for our company. The team is very diligent, accountable, and their communication is always top-notch. They are on our weekly strategy meetings and provide knowledge to keep Big Bear Vacations in top search and provide a solid ROI. They do an excellent job of closely monitoring our campaigns to ensure we stay on track and improve each campaign's performance to its fullest potential. Thanks, guys! We appreciate you.”*

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### **Big Bear Vacations**

KIM HERMON | GENERAL MANAGER

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*Bizcor has been an instrumental partner in our overall marketing campaigns over the years including our PPC advertising. The team is responsive to our needs and will customize a plan to help maximize our ROI. Our PPC campaigns have really taken us to a new level in both guest reservations and homeowner acquisition, and would highly recommend them to anyone looking at wanting a major competitive edge over the competition.*



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### **Winter Park Escapes**

DAVID REPKA | FOUNDER



“

*We've worked with Bizcor for several years now, and we can confidently say that we would recommend working with their team on all digital marketing strategies. They are very knowledgeable and always answer any questions we may have. They also recommend any changes that should be made to our strategies, and they implement these changes efficiently.*

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### **Paradise Retreats**

THEO KRACKE | CEO & FOUNDER

A dark, moody photograph of a person's hands typing on a laptop keyboard. The image is dimly lit, with the primary light source coming from the laptop screen, which is partially visible on the right. The person's left hand is in the foreground, with fingers positioned over the keyboard. A gold-colored watch is visible on their left wrist. The Bizcor logo is superimposed over the center of the image, featuring the word 'BIZCOR' in a bold, sans-serif font. The 'BIZ' portion is teal, and 'COR' is white, followed by a registered trademark symbol (®).

**BIZCOR®**

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