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Pay-Per-Click (PPC) Ads Work Plan & Calendar

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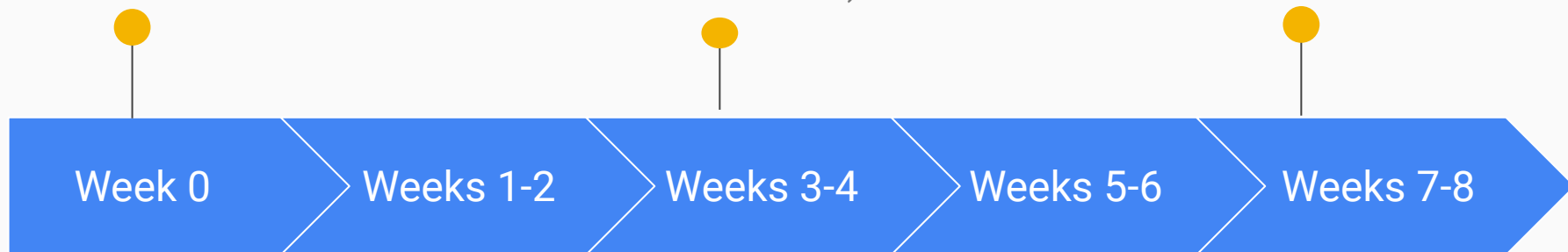
2BeLive.net

Phase 1: Revamp your Google Search ad campaigns so that they start showing improved performance. Our first short term goal is to see Campaign #1 generating clicks to landing page, form lead conversions, and/or phone conversions by end of Week 2.

Design a *Google-friendly* landing page that will successfully convert your paid traffic users into form leads and phone leads

Create, launch, and optimize ad performance from a second Google Search ad campaign (e.g. *Campaign #2 will target CA-- that's where you've received your second most cost-effective clicks to date*)

Create, launch, and optimize ad performance from a second Google Search ad campaign (e.g. *Campaign #4 will target PA*)



Create, launch, and optimize ad performance from the first of our six Google Search ad campaigns (e.g. *Campaign #1 will target NY-- that's where you've received your most cost-effective clicks to date*)

Create, launch, and optimize ad performance from a second Google Search ad campaign (e.g. *Campaign #3 will target TX-- that's where you've received your third most cost-effective clicks to date*)

Create, launch, and optimize ad performance from a second Google Search ad campaign (e.g. *Campaign #5 will target IL-- that's where you've received your fifth most cost-effective clicks to date*)

Assess success and return on investment generated from Phase 1: Google Search text and call-only ads targeted to the top 6 states where you received the most cost-effective clicks since you started PPC with Rose Marketing on Oct 19,2020. Either update website according to research report or continue on to next phase (e.g. Phase 2.2: YouTube & Other Google Ads)



Create, launch, and optimize ad performance from a second Google Search ad campaign (e.g. *Campaign #6 will target NH-- that's where you've received your third most cost-effective clicks to date*)

Phase 2.1: Evaluate effectiveness of Phase 1 and decide whether a updating your homepage and/or various site pages to most effectively illustrate *Kids 'R' Kids Learning Academy's* offerings is needed, according to Google Analytics customer data analytics and successful competitor paid ad case studies.

Website tours and case studies of most profitable competitor Google ads and keywords

Top Google Ads Competitors' Websites:

- Abcmouse.com
- Flintoclass.com
- Osc.org
- Outschool.com
- Education.com
- Splashlearn.com
- Mastermindsearlylearning.com
- Learnandplaymontessori.com

Top Google Ads Competitors' Case Studies:

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- Osc.org
- Outschool.com
- Education.com
- Splashlearn.com
- Mastermindsearlylearning.com
- Learnandplaymontessori.com

Our Next Presentation Will Include...

- **Phase 2.2:** More successful strategies for other types of Google Ads campaigns including YouTube Ads, Display Ads, Display Network Ads, and Remarketing Ads
- **Phase 2.3:** Pros and cons of updating home page and/or various site pages while we complete Weeks 1-4 of this PPC project
- **Phase 3:** Organic, or non-paid, ads we can run alongside our PPC efforts to further increase profits from PPC campaigns

The End

Thank you for watching! Please contact your assigned personal digital ads liaison, Andras Cruz-Aedo, at andras.cruzaedo@2belive.net for anything of your needs.