



# SAMPLE Pay-Per-Click PROPOSAL

<Your Client Name>

# Overview

Dear <Your\_Client\_Name>,

Thank you for taking time to speak with me yesterday about <Your\_Client\_Company> pay per click (PPC) advertising needs, including search engine marketing (SEM) and Google AdWords. Based on our experience at <Your\_Agency\_Name>, we are confident we can greatly increase your site traffic and on-site conversions within the next 12 months.

<Your\_Agency\_Name> has been delivering best-in-class search, display, and video campaigns to our clients for over <Your\_Agency\_Age> years. We build our AdWords campaigns within your master account, giving you full administrative access, transparency, and control. We're here to deliver the highest quality traffic to your site, and ensure you're seeing a true return on your investment.

We employ a wide range of tools and skills to develop a comprehensive strategy to meet your digital acquisition goals. If you have any questions or concerns about this proposal, please don't hesitate to leave a comment or email me at [info@agency.com](mailto:info@agency.com).

Sincerely,

<Your\_Agency\_Contact\_Name>

<Your\_Agency\_Name>

# Scope of Services

## Research

We did a little research for you free of charge. Did you know your top competitor is currently spending \$xx,xxx a month on paid search ads? And they're getting x,xxx,xxx impressions and xx,xxx clicks each month.

In addition to competitive insights, we use industry-leading tools to discover more about your customer's online activities, interests, and demographics. We dive deep into your website and online presence to discover what's working well, and identify new opportunities. All of this combined with our expert keyword insights allow us to develop a kick-butt digital strategy!

## Strategy

You need a comprehensive digital customer acquisition strategy using the insights generated from our in-depth research, grounded in proven consumer behavior and marketing fundamentals.

We will provide you with a comprehensive PPC / SEM / AdWords strategy outlining our recommended techniques for reaching your audience and rolling out a campaign that delivers on your digital objectives and goals.

## Measurement and Key Performance Indicators

No brand, product, industry, or campaign is the same. We work with you to ensure you reach your goals and we measure the effectiveness of our campaign against those goals with meaningful KPIs.

Whether your conversion is a purchase, a lead generation form, or a PDF download, we can track, report on, and optimize the campaign to deliver on those objectives. It's not the 1960s anymore - we know when advertising works!

If you don't have a hard conversion on your site, and your main objective is to increase the awareness of your brand against your target audience, we can do that too! We use Google's Brand Lift surveys to understand the impact our campaign has had on the awareness of your brand.

**TO LEARN MORE ABOUT BRAND LIFT SURVEYS, CHECK OUT THIS VIDEO:**



Click to play video in browser

# Campaign Setup and Execution

## Search Ads


### Ad Groups

Your campaign will be divided into specific ad groups, allowing for the best possible optimization between different industries, product categories, or geographies targeted by the campaign.

### Text Ad Development

Next, we take those keywords and build you the best search ads possible. We write the best copy to catch your customer's eye, and use industry best practices and features including sitelinks, call extensions, callouts, and more.

#### Online Event Management- Venue Booking Software

 [www.example.com](http://www.example.com)

4.0 ★★★★★

Capture Leads From Anywhere & Convert Them to Bookings With a Single Click!

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#### #1 Banquet Management Software- Respond to Leads in Seconds

 [www.example.com/Banquet](http://www.example.com/Banquet)

Capture Leads, Create BEOs, And Manage Events & Get Paid Quickly. Get a Free Trial!  
Restaurant & Hotel Events · Quick Actionable Reports · Increase Event Bookings

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#### #1 Hotel Documents Management- Respond to Leads in Seconds

 [www.example.com/Documentation](http://www.example.com/Documentation)

Capture Leads From Anywhere & Convert Them to Bookings With a Single Click!  
Restaurant & Hotel Events · Quick Actionable Reports · Increase Event Bookings

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#### Manage Bookings


Keep Track of Your Bookings  
All In One Spot

#### Get a Free Trial


Schedule a Demo & Free Trial  
And See The Impact On Your Business

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#### CRM Software For Restaurants - Designed For Restaurants

 [www.example.com/crm](http://www.example.com/crm)

Know Your Clients with Detailed Profiles, Booking Calendar and More!  
Restaurant & Hotel Events · Quick Actionable Reports · Increase Event Bookings

 Call (999) 999-999

## Keywords

We deliver more than just a list of words! We start with an initial consultation meeting to discuss your product/service, clients, industry, competition, and more. After this meeting, <Your\_Agency\_Name> will use the most sophisticated tools available to uncover which keywords will perform the best for your campaign and determine exactly which terms and phrases your customers are searching for.

## Landing Pages

Optimizing landing pages is a key part of a successful digital campaign that is too often overlooked. We provide valuable feedback on the structure and content of your landing pages to make the best use out of every dollar we spend sending customers to them. The better your landing page, the higher quality score your ads will have, and the more conversions you will see.

## Bid Optimization

We will use the bidding strategy best aligned with the identified KPIs of the campaign, whether that be Cost per Click (CPC), Cost per Thousand Impressions (CPM), or Cost per Acquisition (CPA).

## Display Ads and Remarketing

Outside of search, Google partners with thousands of sites to learn more about your consumer. Through sophisticated online targeting tactics, we can deliver your brand message to the right consumer at the right time. We will use a combination of the tactics below to best target your consumer.

- **Contextual Targeting** - We show your ads exactly when the audience is consuming content contextually relevant to your product
- **Interest Categories** - We reach your target audience, showing them relevant messages across the web
- **Remarketing** - We bring your customers back! These customers have shown interest in your product, but did not convert. This is a great way to re-engage those users.

## Video Ads (YouTube)

YouTube is the second largest search engine in the world, second only to Google itself. We will put your impactful video brand message in front of your ideal audience. Using YouTube's TruView ad format, you will only pay when a user views your video for 30 seconds, or to completion, whichever comes first.

## Campaign Management

Managing these campaigns takes a lot of time, something most business owners and marketers don't have. We're here to help. On a monthly, weekly, or daily basis, our optimization experts will manage and optimize your campaign, including but not limited to removing underperforming ads/keywords, testing new ads/keywords, adding negative keywords, and landing page optimization recommendations to improve quality score.

## Reporting

How do you know if all of this is working? Don't worry - we provide monthly reports including valuable campaign metrics and results, as well as a summary of all the awesome optimizations and insights we have from the previous month. We will let you know which adgroups, ads, and keywords are performing the best, and what we are doing to deliver the most conversions.

## Timeframe

To complete the work outlined in the project scope, we'll need approximately six weeks to the going live date, depending on feedback at each milestone. Upon signing the proposal, we are prepared to start work immediately.

Phase	Week
Discover/Kickoff Meeting	1
Research and Audit	1-2
Strategy Development	2-3
Present Strategy	4
Campaign Setup	4-5
Go Live	6



# Your Investment

Description	Price	Quantity	Total Price
<b>Research and Strategy Development</b> Competitive, customer, website, and keyword insights. Scoping, planning and presentation of strategy.	\$X	1	\$X
<b>Campaign Setup and Execution</b> Search, display, and video.	\$X	1	\$X
<b>Campaign Management and Reporting</b> Ongoing optimization of keywords, ad copy, targeting, bidding, and overall campaign health. Monthly reporting of campaign metrics, results, optimizations, and insights.	\$X	12	\$X
<input type="checkbox"/> <b>Monthly Ad Spend \$2,000</b> Option 1: \$2,000 per month for 12 months. Recommended for companies that want to start small & then shoot up budget based on performance.	\$X	12	\$X
<input type="checkbox"/> <b>Monthly Ad Spend: \$5,000</b> Option 2: \$5,000 per month for 12 months. Recommended to most effectively leverage ad spend for top positions and effectively segment the campaign.	\$X	12	\$X
<b>TOTAL</b>			<b>\$0</b>

# Terms & Conditions

The <Your\_Agency\_Name> has the right to adjust the price for the services provided by it in the event of changes in the approved functional design, project proposal or bid, among other things in respect of the planning, design, functionality, content, method, scope, analysis and/or reporting that take place in consultation with or at the request of the Client.

# Need a helping hand to draft a winning proposal?

We provide flexible, pay as you go services to SEO and SEM agencies to support on tasks including proposal development, campaign management, ad copy writing, campaign audits and several other activities. Prices start at USD 20 per hour.

To know More [Click Here](#)  
Interested? [Schedule a call.](#)

Sample work?  
[Click Here!](#)