

14.1 PPC (Pay-Per-Click) Advertising Services

Unisoftwares manages Google Ads, Meta Ads, and other paid advertising campaigns to drive qualified traffic and conversions.

14.2 PPC Platforms We Manage

14.2.1 Google Ads

Campaign Types:

- Search Ads: Text ads on Google search results
- Display Ads: Banner ads across Google Display Network
- Shopping Ads: Product listings with images
- Video Ads: YouTube pre-roll and in-stream
- Performance Max: Automated cross-channel campaigns

Best For: High-intent searches, immediate results, B2B and B2C

14.2.2 Meta Ads (Facebook & Instagram)

Campaign Types:

- Feed Ads: Image/video ads in news feed
- Stories Ads: Full-screen vertical ads
- Reels Ads: Short video ads
- Messenger Ads: In-app messaging ads
- Carousel Ads: Multiple images/videos in one ad

Best For: Brand awareness, social proof, e-commerce, local businesses

14.2.3 LinkedIn Ads

Campaign Types:

- Sponsored Content: Native ads in feed
- Sponsored InMail: Direct message ads
- Text Ads: Sidebar ads
- Dynamic Ads: Personalized ads

Best For: B2B lead generation, professional services, recruitment

14.2.4 TikTok Ads

Best For: Gen Z/Millennial audiences, viral content, brand awareness

14.2.5 Twitter (X) Ads

Best For: Real-time engagement, tech/SaaS products

14.3 PPC Management Packages

14.3.1 Starter Package

Management Fee: PKR 40,000/month

Recommended Ad Spend: PKR 50,000 - 150,000/month

Deliverables:

- 1 platform (Google Search OR Meta Ads)
- 1-2 campaigns
- Keyword research (Google) or audience targeting (Meta)
- Ad copy creation (5-10 variations)
- Landing page recommendations
- Weekly performance monitoring
- Monthly reporting

Best For: Small businesses testing paid advertising

14.3.2 Growth Package

Management Fee: PKR 80,000/month

Recommended Ad Spend: PKR 150,000 - 500,000/month

Deliverables:

- 2 platforms (Google + Meta OR Google + LinkedIn)
- 3-5 campaigns per platform
- Advanced targeting and segmentation
- A/B testing (ad copy, images, audiences)
- Conversion tracking setup

- Bi-weekly optimization
- Detailed monthly reporting with insights

Best For: Growing businesses scaling paid advertising

14.3.3 Enterprise Package

Management Fee: 15-20% of ad spend (minimum PKR 150,000/month)

Recommended Ad Spend: PKR 500,000+/month

Deliverables:

- Multi-platform campaigns (Google + Meta + LinkedIn + others)
- Unlimited campaigns
- Advanced strategies (remarketing, lookalike audiences)
- Landing page A/B testing
- CRO (conversion rate optimization)
- Weekly strategy calls
- Real-time dashboard access
- Comprehensive monthly reporting

Best For: Established brands with serious ad budgets

14.4 Google Ads Campaign Setup

14.4.1 Search Ads Setup Process

Step 1: Keyword Research

- Identify high-intent keywords (commercial, transactional)
- Analyze search volume and competition
- Group keywords into ad groups (5-15 keywords per group)
- Identify negative keywords (exclude irrelevant searches)

Step 2: Campaign Structure

Campaign: E-commerce Web Development Services

Ad Group 1: E-commerce Website Development

Keywords: e-commerce website development, online store development, shopify development

Ad Group 2: WooCommerce Development

Keywords: woocommerce development, wordpress ecommerce, woocommerce store

Ad Group 3: Custom E-commerce

Keywords: custom ecommerce development, bespoke online store

Step 3: Ad Copy Creation

- Headlines (3-15 headlines, 30 characters each)
- Descriptions (2-4 descriptions, 90 characters each)
- Display paths (for URL)
- Ad extensions (sitelinks, callouts, structured snippets)

Example Ad:

Headline 1: E-commerce Website Development

Headline 2: Custom Shopify & WooCommerce Stores

Headline 3: Get 20% Off This Month | Free Consultation

Description 1: Expert e-commerce developers in Lahore. Build high-converting online stores with seamless payment integration.

Description 2: 100+ successful projects. Fast turnaround. Affordable pricing. Request a free quote today!

Sitelinks:

- View Portfolio
- Get Free Quote
- Our Services
- Client Testimonials

Step 4: Landing Page Optimization

- Ensure message match (ad copy = landing page headline)

- Clear CTA (call-to-action)
- Fast load time (< 3 seconds)
- Mobile responsive
- Trust signals (testimonials, logos, certifications)

Step 5: Conversion Tracking

- Google Ads conversion tag installed
- Track: Form submissions, phone calls, purchases
- Import to Google Analytics for deeper analysis

14.4.2 Google Shopping Ads (E-commerce)

Setup Requirements:

- Google Merchant Center account
- Product feed (title, description, price, images, GTIN/MPN)
- Feed optimization (keywords in titles)
- Regular feed updates (inventory, pricing)

Best Practices:

- High-quality product images
- Competitive pricing
- Detailed product titles (brand + product + key features)
- Use product reviews (star ratings in ads)

14.5 Meta Ads Campaign Setup

14.5.1 Campaign Objective Selection

- Awareness: Brand awareness, reach
- Traffic: Link clicks to website
- Engagement: Post engagement, page likes
- Leads: Lead generation (form fills)
- Sales: Conversions (purchases, signups)

14.5.2 Audience Targeting

Core Audiences:

- Demographics: Age, gender, education, job title
- Location: Country, city, radius targeting
- Interests: Hobbies, pages liked, behaviors
- Connections: People who like your page, friends of fans

Custom Audiences:

- Website Visitors: Pixel-based retargeting (all visitors, cart abandoners, purchasers)
- Customer List: Upload email/phone list
- App Activity: Target app users
- Engagement: People who engaged with your content

Lookalike Audiences:

- Create audiences similar to your best customers
- 1% lookalike = most similar (smaller, more targeted)
- 10% lookalike = broader reach

14.5.3 Ad Creative Best Practices

Images:

- 1080x1080px for feed (square)
- 1080x1920px for stories (vertical)
- Less than 20% text on image (recommendation)
- Eye-catching, high contrast

Videos:

- First 3 seconds critical (hook viewers)
- 15-30 seconds optimal length
- Vertical or square format
- Captions (many watch without sound)

Ad Copy:

- Primary text: 125 characters (before "see more")
- Headline: 40 characters
- Description: 30 characters
- Clear CTA button (Shop Now, Learn More, Sign Up)

14.5.4 Meta Pixel Setup

- Install Facebook Pixel on website
 - Track standard events: View Content, Add to Cart, Purchase
 - Custom conversions for specific actions
 - Use for retargeting and conversion optimization
-

14.6 PPC Budget & Bidding Strategies

14.6.1 How Much to Spend?

Minimum Recommendations:

- Local Business (Lahore): PKR 30,000 - 50,000/month
- National (Pakistan): PKR 100,000 - 200,000/month
- International (USA): \$500 - \$2,000/month (PKR 140,000 - 560,000)

Budget Allocation (Multi-platform):

- 60% to best-performing platform
- 25% to secondary platform
- 15% to testing/new platforms

14.6.2 Bidding Strategies

Google Ads:

- Maximize Clicks: Good for traffic (new campaigns)
- Target CPA (Cost Per Acquisition): Automated bidding for conversions
- Target ROAS (Return on Ad Spend): For e-commerce
- Manual CPC: Full control (advanced users)

Meta Ads:

- Lowest Cost: Facebook optimizes for lowest cost per result
 - Cost Cap: Set maximum cost per conversion
 - Bid Cap: Manual bid control
-

14.7 PPC Performance Metrics

14.7.1 Key Metrics by Platform

Google Search Ads:

- Impressions: How often ad shown
- Clicks: Number of ad clicks
- CTR (Click-Through Rate): $\text{Clicks} \div \text{Impressions}$ (good: 3-5%+)
- CPC (Cost Per Click): Average cost per click
- Conversion Rate: % of clicks that convert (good: 2-5%+)
- Quality Score: Google's ad relevance rating (aim for 7-10/10)

Meta Ads:

- Reach: Unique users who saw ad
- Frequency: Average times each user saw ad (ideal: 1-3)
- CPM (Cost Per 1000 Impressions): Cost efficiency
- Link CTR: % who clicked link
- Cost Per Result: Cost per conversion/lead

E-commerce Specific:

- ROAS (Return on Ad Spend): $\text{Revenue} \div \text{Ad Spend}$ (aim for 3-5x minimum)
- AOV (Average Order Value): Average purchase amount
- Purchase Conversion Rate: % of clicks that purchase

14.7.2 Benchmark Costs (Industry Averages)

Google Ads (Pakistan):

- CPC: PKR 10 - 80 (varies by industry)
- Conversion Rate: 2-5%

- Cost Per Lead: PKR 300 - 2,000

Meta Ads (Pakistan):

- CPM: PKR 200 - 800
- CPC: PKR 5 - 30
- Cost Per Lead: PKR 150 - 1,000

LinkedIn Ads (More Expensive):

- CPC: PKR 100 - 300
 - Cost Per Lead: PKR 1,000 - 5,000
-

14.8 PPC Optimization Tactics

14.8.1 Ongoing Optimization (Weekly)

- Pause low-performing keywords/ads
- Increase bids on high-performing keywords
- Add negative keywords (exclude irrelevant traffic)
- Test new ad variations
- Adjust budgets based on performance

14.8.2 A/B Testing

What to Test:

- Ad headlines
- Ad descriptions
- Call-to-action (Buy Now vs Shop Now vs Learn More)
- Images/videos
- Landing pages
- Audience segments

Testing Method:

- Change ONE variable at a time
- Run for minimum 7 days or 100 clicks

- Analyze: CTR, conversion rate, cost per conversion
- Implement winner, test next variable

14.8.3 Remarketing Strategies

- All Website Visitors: General brand message, 7-30 day window
 - Cart Abandoners: Discount offer, urgent messaging, 1-7 day window
 - Past Customers: Cross-sell/upsell, 30-180 day window
 - Video Viewers: Engaged audience, nurture with offers
-

14.9 Monthly PPC Reporting

14.9.1 Report Contents

Executive Summary (1 page):

- Total spend, clicks, conversions
- Key wins and challenges
- Recommendations

Performance Metrics:

- Campaign-level performance table
- Trend graphs (spend, conversions over time)
- Top performing ads/keywords

Audience Insights:

- Demographics performing best
- Device breakdown (mobile vs desktop)
- Geographic performance

Competitive Insights:

- Auction insights (who else is bidding)
- Share of voice

Next Month Plan:

- Campaigns to launch/pause

- Budget reallocation recommendations
 - Testing priorities
-

FAQs (PPC Advertising)

Q1: How much should I spend on Google Ads?

A: Minimum PKR 50-150K/month for meaningful results. More competitive industries need higher budgets. (Source: PPC_Advertising_Service_Guide.pdf, Section 14.6.1)

Q2: What's a good conversion rate for ads?

A: 2-5% is average. High-intent campaigns can reach 10%+. Depends on industry and offer. (Source: PPC_Advertising_Service_Guide.pdf, Section 14.7.1)

Q3: How long until I see results?

A: Initial results within 1-2 weeks. Optimization takes 4-8 weeks for consistent performance. (Source: PPC_Advertising_Service_Guide.pdf)