

WEB MARKETING PROPOSAL

PAY PER CLICK MARKETING

PROGRAM DETAILS

The focus of this program is to set up and implement a Pay-Per-Click campaign on your behalf using a variety of PPC networks (i.e. Google, Yahoo, Bing, etc.).

We will estimate the following costs for your campaign before we get started:

- ✓ Estimated Ad position (where applicable)
- ✓ Expected cost per click (CPC)
- ✓ Estimated Daily Traffic

Additionally, we will need to reach an agreement on an Ad Budget based on **PROJECT or MONTHLY needs**. We agree to maintain your campaign within the strict parameters of your budget limits.

PROGRAM OVERVIEW

Pay Per Click Campaign Management

Set Up Fee: \$199

Monthly Management Fee: \$139/month OR 30% of ad budget (whichever is Less)

Pay Per Click Campaign Management includes:

- ✓ Set up Google PPC Campaign (and other agreed upon PPC networks)
- ✓ Optimize campaign(s) based on chosen set of keywords
- ✓ Split test ads to achieve 1.5% + “click through rate” for keyword targeted ads, where applicable
- ✓ Set up “content network” ads, where appropriate
- ✓ Monitor PPC campaign to maintain overall effectiveness

If you have any questions regarding this proposal let us know by email us at:

support@bestwebpresence.com.

We look forward to working with you to improve your marketing results & web presence.

Please sign below and fax in to the office at: **866-274-0406**. **Once we receive your signed agreement, we will contact you by phone at your earliest convenience.**

Name

Date

Phone: _____ Best time to reach you: _____

