

## PPC CAMPAIGN MANAGEMENT

Selecting a provider to develop and manage your Pay-Per-Click (PPC) Campaign is an important decision with significant implications. You want to know your investment in a PPC Campaign will provide a positive Return On Investment.

BizAtomic's Pay Per Click (PPC) Campaign Management service allows a site to be advertised on various keywords selected by the advertiser when a particular search is performed on the selected search engine.

Using a bidding mechanism, the advertisers can choose to have ads listed higher or lower for a keyword, depending on what position they want their PPC ads to appear on, and how much they are willing to bid for the same. Advantages of a BizAtomic PPC Campaign include:

- **Control:** you always know who you are reaching, what keywords you want to run your PPC campaign on, what countries or even what city you want your PPC ads to appear for and what language should they be displayed in. You also control how much you bid for each advertisement and how much you want to spend in total.
- **Targeted Traffic:** You get to target the right audience without worrying about irrelevant traffic. If you sell blue shoes, you can select your ad to appear only when a search engine user types "Buy Blue Shoes". Of course people need to be searching for the particular keyword.
- **Instant:** Another big advantage of PPC is that it is instant. The PPC ads appear almost instantly and respond to the changes or modification made instantly.
- **Branding:** You can choose the words in which you want to describe your business and also have the freedom of having the visitor visit the exact page you want them to see.
- **Site Architecture Independent:** No architectural changes need to be made to sites to rank on PPC keywords. For example, flash websites can run PPC campaigns without having to worry about search engine crawlers.

## PAY PER CLICK CAMPAIGN MANAGEMENT (PPC)

### PPC Program Specification

The BizAtomic Pay Per Click Program is aimed at delivering the maximum ROI for your PPC expenditures with an eye on high conversions, higher Click Thru Ratio (CTR) and lower cost of customer acquisition. We have divided the PPC Program into the following 4 Stages:

The SEO process is divided into the following 4 Stages:

1. Stage I → Initial Analysis
2. Stage II → Campaign Setup
3. Stage III → Testing Phase
4. Stage IV → Monthly PPC Campaign management

#### # STAGE I → Initial Analysis: 14 Days

Process	Deliverables	Timelines
Business objective setting & campaign model understanding	Doc Report	Day 1
Keyword research	Excel Sheet	Day 7
Bid rate analysis	Excel Sheet	Day 9
Monthly budget recommendation	Doc Report	Day 10
Campaign structuring	Excel Sheet	Day 12
Landing page analysis (5 Landing Pages)	Excel Sheet	Day 17
Ad creation for 5 Ad Groups (6 per Ad Group)	Doc Report	Day 20
<b>COST</b>		<b>\$800</b>

#### # STAGE II → Campaign Setup: 6 Days

Process	Deliverables	Timelines
Campaign setup in Google Adwords	Doc Report	Day 21
Conversion tracking setup	Excel Sheet	Day 23
<b>COST</b>		<b>\$395</b>

#### # STAGE III → Testing phase: 4 Weeks

Process	Deliverables	Timelines
Ad split testing	Excel Sheet	Day 1
Keyword split test	Excel Sheet	Day 8
Ad rank split test	Excel Sheet	Day 15
Conversion testing	Excel Sheet	Day 22
<b>COST</b>		<b>\$800</b>

#### Note:

- For the testing phase (1 month duration), the PPC expenditure would be as per the budget decided in Phase 1.

### # STAGE IV → Monthly Campaign Management: Ongoing

Process	Deliverables	Timelines
Bid management	Excel Sheet	Ongoing
Keyword modification	Excel Sheet	Ongoing
Testing of new ads	Excel Sheet	Ongoing
ROI analysis & weekly reporting	Excel Sheet	Ongoing
<b>COST</b>		<b>FREE</b>

### Our Costing

#### Payment plan:

	Event	Payment	Remarks
1.	On Contract	\$1,995	Deposit on order to be received prior to the commencement of the project.
2.	Monthly Management		Depends on the campaign expenditure

### Monthly Campaign Management Fee

Once the PPC monthly campaign starts, BizAtomic would be charging the monthly management fee as per the following categories of the monthly budget.

	Monthly PPC Budget	PPC Management Fee
1.	Less than \$ 5000 per month	17% or \$300 (whichever is higher)
2.	\$5000 to \$10,000 per month	15% or \$300 (whichever is higher)
3.	Above \$10,000 per month	13% or \$300 (whichever is higher)

#### Note:

- The client is entitled to create personal login in Search Engines and provide the User Name and Login Password for Campaign Management.
- The customer pays the Search Engine directly for the cost of Ad campaign.
- All timelines are approximate business days i.e. Monday to Friday.
- There is no minimum time period that you will be contracted to run the campaign with us. (You may choose to end the contract with a one-month notice)

### Contact Information

For any questions of clarifications, please feel free to contact us.

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