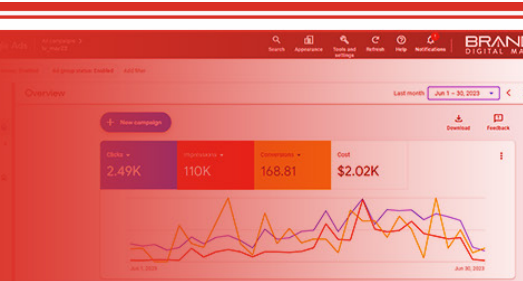


BRONZE BUDGET

14 hours per month



If you are just entering the market of google ads, and, would like the most economical budget, this is the plan. Using **Google Paid Search**, we will begin to gain exposure for your business goals.

This plan is specifically geared towards those businesses who are just beginning to enter a digital market. The primary strategy of this plan is that of awareness.

We will levy the awareness strength of broad terms to, first, identify sets that generate traffic. From here, we will begin to identify traffic that converts, and isolate said traffic.

After the onset of conversion, we can then begin to optimize conversion frequency with such strategies as A/B testing and budget shifting.

Features of this plan:

- Google Search (*focus*)
- Awareness (*focus; yet channels available for conversions*)
- Account Setup
- Ads/ Descriptions (*custom and dynamic*)
- Price Assets (*2-week waiting period*)
- Optimization Score (*monitor and tweak*)
- Google Tags (*conversion tracking*)
- Weekly Reports (*2-week waiting period*)
- Monthly Reports (*campaign progress*)

The Focus - Bronze Budget.

The focus of the Bronze Budget Plan is that of awareness. As a business just entering a digital market, it is important to allow your market segment to get familiar with your brand, initially, before progressing into stronger sales initiatives.

With that said, your campaigns will still be positioned to track conversions, even at the Bronze Budget level.



Plan: **Bronze Budget**

Monthly: \$490 (*does not include ad spend*)

Setup: \$350 (*one-time*)

Management: 14 hours per month

Focus: Google Search