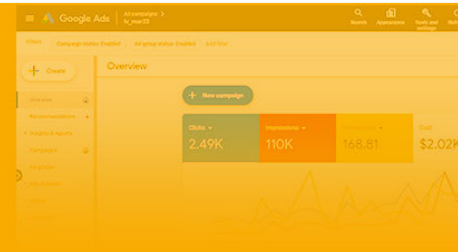


# GOLD BOLD STATEMENT

48 hours per month



**W**ith this plan, we move farther away from awareness/ consideration into driving sales via re-marketing, hot leads, and conversions.

This plan is perfect for a progressing, mid-size company that has an under-utilized CRM that they would love to tap into.

## Features of this plan:

- Google Search (*semi-focus*)
- Performance Max (*semi-focus*)
- Consideration (*light-focus*)
- Purchase (*semi-focus*)
- Loyalty (*semi-focus; CRM aggregate*)
  - Upsell aggregate (list & template)*
  - Lead aggregate (list & template)*
  - Custom Email templates*
- Setup specific to Performance Max
- Ads/ Descriptions (*converting content for Performance Max*)
- Price Assets
- Optimization Score (*monitor and tweak*)
- Video (*4 branded videos; production*)
- Google Tags (*conversion tracking*)
- Weekly Reports
- Monthly Reports (*campaign progress; blast metrics*)

## The Focus - Gold Bold Statement.

So maybe you are concerned that your company, who has an already substantial footprint in the market with no Pmax experience would find issues with converting to Pmax.

Quite the opposite, data-rich accounts with no prior Performance Max experience are ideal. The beauty of Pmax is its ability to leverage large amounts of data, and serve only the 'champion' data.

Additionally, we will use previous CRM data, and build on this moving forward, to inact email aggregate marketing. The two stages of these email marketing initiatives are upsell (or cross-sell) and leads (hot leads). Your upsell segment would consist of current customers, and, your lead segment would consist of non-buyers.

*We don't leave table scraps, we use the CRM!*



Plan: **Gold BOLD Statement**

Monthly: \$1502 (*does not include ad spend*)

Setup: \$400 (*one-time*)

Management: 48 hours per month

Focus: Google Search + Video + Performance Max + Email + Shopping Ads

