



Google Ads

Online Advertising Platform PROPOSAL

The proposal, Quotation, and Deliverables for Google Ads

Service Offered = **Google Ad words PPC**

Deposit amount with Google for clicks = \$350/ Monthly

CGS Charges for campaign launching/managing the campaign = \$150/Monthly

Total amount payable = **\$500 Per Month (Per Hotel)**

(NOTES: The minimum start-up price for Google Ads for 3 months is \$1500 (per hotel))

Payment Mode (For Google Clicks) = Full down payment using a client credit card.

Payment Mode (For Set-up and Management Fee) = Full down payment.

Deliverables:

1. You can keep up to ten keyword phrases in your campaign.
2. After your approval, ads and ad variations corresponding to the keywords will be created.
3. Ad display usually begins within 48 hours after launch, but only Google approves it.
4. Customized keyword analysis and keyword prices can be given to define the best-suited key phrases for your business.
5. The setting of daily budget, geographical location settings, and display time settings as per your requirement.
6. Keyword price bidding and positioning as per your requirement.
7. Google Analytics for the campaign and periodic status reports. The login and password will be given to you also for your own personal verifications.

8. You can use a Visa, MasterCard/Eurocard, American Express, or JCB credit card, or a debit card with a MasterCard/Eurocard or Visa logo (accepted in all countries). This is the most popular and widely available billing option for AdWords advertisers.
9. You can suspend and restart the campaign whenever required but no monetary refund will be possible neither from us or Google.

As you will get clicks, the appropriate amount will be deducted from your deposit.

You can get a detailed online report on the number of clicks and the amount you have paid to Google per click.

AdWords Targeting:

With traditional advertising and most forms of online advertising, ads are simply broadcasted to a wide range of audiences. Google AdWords ads, however, are targeted to people's specific interests.

When a user enters a search query on Google, they'll see the natural search results for that query, along with AdWords ads that are highly targeted to the search topic. Thus, AdWords ads are as relevant and useful as Google's search results. Your ads will reach users at the precise moment when they're looking for your product or service.

You can see detailed reports directly on Google's website of your account, your marketing investment, how many clicks you got and the IP address/ location of your visitors & Goal Conversion.

What We do:

Google AdWords: This allows advertisers to reach potential customers when they are actively looking for products and services online.

In-depth AdWords knowledge – introduces customers to the many aspects of AdWords advertising and provides information on how to get started with their online advertising campaigns.

Account setup – provide necessary account setup and activation services to help customers begin advertising with AdWords.

Campaign management – monitor and optimize customer advertising performance through the careful selection of keywords, active management of maximum bids and other metrics, and the creation of locally targeted campaigns.

Customer support – provide high-quality customer support via Phone, Chat & email.

Detailed reporting – provide detailed reporting from Google on customer's account performance.

Benefits for an advertiser:

Reach: Global/National/Regional reach

Target your customers – wherever they may be.

The Google Network reaches over 80% of online users.

Cost-Effective:

Low cost with a higher ROI

only pay when someone clicks on your ad

Control:

Decide your daily budget and spending limit

Immediate and unlimited editing of ads

Please send us details about the project and we'll get started with it.

I look forward to your confirmation and the opportunity to contribute to your ongoing success. It is our honor to communicate with you.