

PPC PLAN COMPARISON

	UNLEASH ME	CONNECT ME	GROW ME	START ME
	Realise your full potential with this heavy hitter for brand awareness, sales and ecommerce	Middle weight plan with more options for more results increasing reach	Entry level plan to maintain a low monthly budget spend	Starter plan to test the effectiveness of PPC for your business
No Setup Fee, No Lock-in Contract	✓	✓	✓	✓
Dedicated Perth Account Manager	✓	✓	✓	✓
CAMPAIGN SETUP				
Adwords Account Setup	✓	✓	✓	✓
Conversion Tracking Installation	✓	✓	✓	✓
Google Analytics Setup	✓	✓	✓	✓
Google Analytics Goal Tracking	✓	✓	✓	—
Advertising Geo Targeting Range	WA or Australia Wide	WA (1 state location)	WA (1 state location)	Perth (1 city location)
Campaigns and/or Ad Groups	4+	3+	2+	1+
Keyword Group Quantity	500+	300+	200+	100+
Competitor Research	✓	✓	✓	✓
Creative Ads Development	✓	✓	✓	✓
Account Management Optimisation	✓	✓	✓	✓
REQUIREMENTS				
Website: Form Submission Thank You Page <i>* Landing Pages preferred to have a Contact Form or [BUY] button for ecommerce sites.</i>	✓	✓	✓	✓
Website: Targeted Optimised Landing Page(s) <i>* Ads should not aim to land on home page (too broad)</i>	✓	✓	✓	✓
REPORTING				
Google Analytics Dashboard Report	Weekly	Weekly	Weekly	Weekly
Monthly Report	✓	✓	✓	✓
MEDIA BUDGET				
Minimum Monthly Media Budget	Minimum \$1,500+	Minimum \$750+	Minimum \$500+	Minimum \$250+
MONTHLY MANAGEMENT FEE	\$999 ex GST	\$599 ex GST	\$499 ex GST	\$249 ex GST

OUR MOST POPULAR PLAN

**All online advertising targeting includes desktop and mobile/tablet devices.*

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