

GOOGLE DISPLAY ADS

	UNLEASH ME	CONNECT ME	GROW 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
	✓	✓	✓
	✓	✓	✓
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)	Perth (1 city location)
Campaigns and/or Ad Groups	4+	3+	2+
Keyword Group Quantity	500+	300+	200+
Competitor Research	✓	✓	✓
Account Management Optimisation	✓	✓	✓
Creative Ads Development	2 image variations x 3 sizes per AdGroup	2 image variations x 3 sizes per AdGroup	2 image variations x 3 sizes per AdGroup
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
Monthly Report	✓	✓	✓
MEDIA BUDGET			
Minimum Monthly Media Budget	Minimum \$1,500	Minimum \$750	Minimum \$500
MONTHLY MANAGEMENT FEE	\$999 ex GST	\$599 ex GST	\$499 ex GST

OUR MOST POPULAR PLAN

AD DESIGN - prepare 3 common image format sizes (Medium Rectangle, Leaderboard and Wide Skyscraper)
- prepare 2 image ads variations per AdGroup for initial A/B testing