

TWITTER PPC COMPARISON

Reach more people and drive conversation on Twitter. Send people to your site to purchase, signup etc. Get people to install or engage with your mobile app. Grow your community of followers on Twitter or collect email addresses from people who express interest in your offer.

CAMPAIGN SETUP

Twitter Adwords Account Setup
Conversion Tracking Installation
Google Analytics Setup
Google Analytics Goal Tracking
Advertising Geo Targeting Range
Campaigns and/or Ad Groups
Keyword Research and Selection
Creative Ads Development
Twitter Website Cards Created
Account Management Optimisation

TARGETING CRITERIA

Keywords
Followers
Interests
Tailored Audiences
Gender
Languages
Devices

CAMPAIGN OBJECTIVE

Website Clicks or Conversions
Tweet Engagements (Retweets, Replies, Likes)
App Installs or App Engagements
Grow Followers
Collect Email Leads

REQUIREMENTS

Website: Form Submission Thank You Page
* Landing Pages preferred to have a Contact Form or [BUY] button for ecommerce sites.
Website: Targeted Optimised Landing Page(s)
* Ads should not aim to land on home page (too broad)

MEDIA BUDGET

Minimum Monthly Media Budget

REPORTING

Monthly Report

MONTHLY MANAGEMENT FEE

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W: www.searchgroup.com.au
A: 18 Stirling Highway
Nedlands WA 6009

CONNECT ME

Ideal for reinforcing brand presence, increase your reach amplification using specifically crafted campaign tweets, linking to your landing page(s), mobile app, building followers or collecting email addresses.

\$399 ex GST

WA or Australia Wide

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Minimum \$1,000+

\$449 ex GST

GROW ME

Ideal for creating initial brand presence, increase your reach amplifying your selected current tweets, or specifically crafted campaign tweets, linking to your landing page.

\$299 ex GST

Perth (1 city location)

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Minimum \$500+

\$249 ex GST

OUR MOST POPULAR PLAN

*Image artwork to be provided by the client. Copyright ownership verified, otherwise additional stock art image costs or photography costs may apply.