



FULLY-MANAGED TO SUIT A RANGE OF BUSINESS TYPES, BUDGETS AND STRATEGIES:

GOOGLE ADS PACKAGES

-  **Total ad groups**
-  **Keyword research**
-  **Search ads**
-  **Display campaigns**
-  **Shopping campaigns**
-  **Remarketing display ads**
-  **Dynamic product remarketing ads**
-  **Google Analytics integration**
-  **Access to your dashboard**
-  **Conversion tracking**
-  **Monthly monitoring and review**
-  **Ongoing reporting throughout campaign**
-  **Premium analytics report**

Campaign setup

Includes first month's report

Base monthly management

Minimum 3 month term

Recommended clicks budget

Per month

MOST POPULAR


BRONZE


SILVER


GOLD

Up to 4

Up to 8

Up to 12*



\$720+GST

\$1080+GST

\$1450+GST

\$360+GST

\$450+GST

\$580+GST

\$200 - 500

\$500 - 700

\$700 - 1,000

* Above 12 ad groups: Price on application

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black**



www.ninetyblack.com

Length of campaign

How long you run the campaign for is completely up to you.

Google Ads FAQs

Which package is best for me?

- **Bronze** - Entry level, suits businesses with a small range of products or services.
- **Silver** - For larger campaigns, includes ecommerce and display ads. Suits businesses with high competition, who need to promote a range of products/services with more targeted traffic.
- **Gold** - Higher level marketing and more competitive. Suits businesses with consistent demand year-long. Includes ecommerce, display ads, dynamic remarketing and a premium report.

How many ad groups do I need?

We recommend an ad group for each service area or offering you have. That way we can target relevant search terms for each group so your searchers see the most relevant ads.

More ad groups mean a wider range of ads and keywords to manage and optimise.

We price and recommend the monthly budget based on the campaign size and complexity.

How long should I run my campaign for?

This depends on your business and advertising objectives. Here's a guideline:

3 months (short term)

- Seasonal campaigns such as tourism or retail
- Promoting short term campaigns or events
- Those wishing to dip their toe in the water

6 Months

- Businesses with a quiet period

Ongoing

- Businesses with consistent demand year long

What kinds of ads can I have?

We offer a range of different ad types depending on your business goals:



Text ads

Appear in Google search results



Shopping campaign

Promote products online



Display ads

Appear on relevant websites on the Google Display Network



Remarketing

Reach previous website visitors



Video ads

In-stream video advertising

I don't know what keywords to target...

That's okay! We do the keyword research for you and find the ones worth targeting.

However, a good place to start is thinking about what people might search for to find your services or ask your customers/clients for feedback on what they would search for.

Why do I need monthly management?

The online world is always changing, so we make sure to come back to your campaign to check that it stays optimised for current activity - and can involve changing/updating ads, keywords, budget, and making suggestions about what you can do to make the most of the campaign.

For more information, visit www.ninetyblack.com/google-ads