

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

GOOGLE ADS PACKAGES

	 BRONZE	MOST POPULAR  SILVER	 GOLD
 Total ad groups	Up to 4*	Up to 8*	Up to 12*
 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			
Campaign setup <i>Includes first month's report</i>	\$720+GST	\$1080+GST	\$1450+GST
Base monthly management <i>Minimum 3 month term</i>	\$360+GST	\$450+GST	\$580+GST
Recommended clicks budget <i>Per month</i>	\$200 - 500	\$500 - 700	\$700 - 1,000

* Above 12 ad groups: Price on application

PERFORMANCE
MAX ADD ON!
\$540 Setup

Performance Max is a new performance-focused campaign from Google.
Choose this add on for driving e-commerce sales, local searches & high-performance advertising.

**ninety
black**



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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