



Google AdWords Proposal

Prepared for Area Diesel Service
Wednesday, April 18, 2018

Mostly Serious

Overview

Corey, since 2014, we've been committed to helping you meet Area Diesel's goals by solving your most difficult digital problems—and growing your best digital assets. By now, you surely know as well as anyone that we craft our best work when it gravitates around a highly collaborative approach that's built on a shared vision with stakeholders like you.

In order to clearly understand how to provide the best value in our work, we rely on a proven process that includes research, honest conversations, innovative thinking, and exceptional execution. You're also familiar with that reliance—it has come into play at every touchpoint in our ongoing relationship with Area Diesel.

Our Approach

Below we outline our Google AdWords approach for Area Diesel. We're confident this approach is just what Area Diesel needs to attract more new visitors to the site and deliver valuable product features and benefits that lead them to a purchase decision. Additionally, our continued efforts will continue to widen the gap between Area Diesel and its peers in the increasingly competitive diesel landscape. Of course, because our partnership exists to provide the most value to your business, we are fully prepared to adjust these plans to better meet your needs if and when the opportunity arises.

Google Adwords

Ongoing for 12 Months | \$1,500/Month (Includes \$500 Monthly Ad Buy)

Thanks to years of meticulously cultivating powerful key term rankings and feature upgrades, we're about as close as it gets to the Area Diesel brand, products, locations—everything. But that doesn't mean we'll skirt our usual thoroughness when developing Area Diesel's campaign objectives. Knowing both qualitatively and quantitatively what we want to accomplish before

we get started will help us control the campaign's message, audience, budget, target keywords, and creative development. It'll also help us better analyze the customer behavior patterns that emerge to hone an easily updatable, always current suite of ads.

From initial concepting to ongoing management of Area Diesel's Google Adwords campaigns, Corey can expect this overarching strategic timeline:

- 1. Determine the campaign objective/focus and messaging as well as the goals.** Our plan implementation is strategic from the get-go. We begin by working with you to determine the focus and messaging for each tactic (what's the objective?) with consideration to everything we know about Area Diesel's existing target demographic, your 2018 marketing goals, and how to strategically drive traffic to key product pages. We'll define key terms and conversion goals, then move on to message and creative development.
- 2. Set the campaign's budget.** The overall amount will always be controlled by a monthly budget; that budget amount will be divided into the number of ad groups we build for the campaign. Just for your knowledge, we typically follow an auto-bidding process that allows Google to automatically set the lowest possible price we are willing to pay per click. This approach maximizes conversions and "gives us the most bang for our buck," so to speak.
- 3. Set the campaign essentials.** These essentials include designation of each ad's location reach, time/day, and audience. This part of the process will, of course, be highly collaborative.
- 4. Identify strong key word groupings that correlate to each ad group and landing page.** We will carefully choose the best key terms—many of which we actively track for Area Diesel—to link ads to product URLs and other pages.
- 5. Write up to three optimized ads per ad group.** These will include both text and display ads for our first campaign so we can monitor which ad type tends to perform better for the diesel engine industry. Once we see what performs best, we'll make adjustments accordingly.
- 6. Daily monitoring of clickthrough rates and general success of the campaign.** Yes, we monitor our Google AdWords campaigns daily, not only to ensure nothing goes wrong, but to

make sure we take advantage of the smallest changes in click-through behaviors. If we see that an ad begins performing particularly well, we want to get ahead of the current; similarly, if an ad has reached its peak, we want to pivot and replace it with something more effective or fresh.

Although adjustments may be made on the fly, we **refresh our campaigns a minimum of quarterly**. In addition to our periodic campaign development, we'll fold standard reporting elements into our existing monthly Insights Report and make recommendations for improvement based on those insights.

Moving Forward

We appreciate your time reviewing our proposed services, Corey. To discuss any questions you have or to talk about any additional options, please give Molly a call at 417.501.6552 or email her at molly@mostlyserious.io.