



PPC Select Business Brief

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PPC Select Business Service Brief

Service Summary

The PPC Select Business program was created based on the elements that are absolutely required to run ads successfully on Google Ads. We have developed this system so that we only provide a service that includes every aspect necessary for Google Ads success. Additionally, this product is designed for a speedy tracking setup and campaign launch.

We only provide our service to specific businesses. These represent sectors in which we are experienced, knowledgeable and have proven success.

PPC Select Business Service is defined in our provided list and applies to one business location. If you have multiple business locations, two of which you wish to target, that would be considered two PPC Select Business Services.

Product Specification

Pricing Info

Initial PPC Select Business Setup

Launch	\$1,114
Management	
\$1,000 - \$5,000 Ad Spend	\$664
Each Additional \$5,000	\$450

Each Additional PPC Select Business Package (optional)

Launch	\$664
Management	\$214

What's Included In Launch

- 20 Minute Onboarding Call
- Account Setup (GTM, Google Analytics, Google Ads)
- Landing Page Adaptation
 1. Content updates include: about us, address, phone number, hours of operation, testimonials, link to privacy policy (destination must be provided to us), unique value proposition, call to action and offer.
 2. Image updates include logo, map location (if applicable), testimonial headshots (if available), call to action background color, sticky bar background color, staff images, service images, award logo & credential logos





- Tracking Implementation for calls and lead form submissions
- Local Area Call Tracking Numbers
- Proven Campaign setup (including keyword set, ad copy, audience targeting, ad extensions)
- Competitive Landscape and Offer Review

What's Included In Management

- Weekly Account Management and optimizations
- (1) Monthly Communication of Your Choice:
 1. 20 Minute Catch Up Call (or)
 2. Written report Analysis + 5 Minute Video Update
- Landing Page Testing
- Client Reporting Dashboard
- Automated Monthly Reports

What's Excluded In Management

- Ad Spend
- We Do Not Take Over Existing Google Ads Accounts (we will create a new one for this purpose)
- We Will Need a Domain for the Landing Page or CNAME

Optional Add Ons

- Additional Communication Fees Beyond the One Communication Included
 1. 20 Minute Call with PPC Staff \$190
 2. Written Report Analysis \$100
 3. Video Recorded Review \$90
- 3rd Party Platform Tracking or Integration (i.e. Vcita, Salesforce, CRMs) - \$400
- Facebook Remarketing - \$500 Setup, \$200 Management
- Bing Ads - \$300 Setup, + \$150 Management
- Purchase of the Unbounce Landing Page File for Use Outside of our Management - \$400



Responsibilities

Function	Service	You
Account Creation	Assist you in adding billing details to Google Ads if needed.	Provides and adds billing details to Google Ads.
Conversion/lead tracking implementation via Google Tag Manager	Tests Tracking Implementation	Verifies tracking by confirming they've received appropriate lead notifications
Landing page adaptation	Works with you to get the business information necessary. Create CNAME or domain.	Creates a CNAME or new domain.
Campaign creation	We work with you to obtain or develop your Unique Selling Points (USPs) and PPC offer	Provides information/offers needed to write competitive ads
Monthly Reporting	Call Monitoring	Lead Handling

FAQ's

Question	Answer
Can we just use my website?	No, we only manage accounts that run traffic to a landing page created specifically for the PPC Select Business. We onboard dozens of clients a month, and have found the number one roadblock to a fast onboard and quick success comes from sending traffic to the homepage. To ensure success, we want to offer you the best.
Can we combine multiple PPC Select Business Packages into the same campaign to keep costs down?	No, our PPC Select Business Packages are segmented because they require separate campaigns for budgeting and targeting as well as separate landing pages for relevancy and visitor experience.
Why can't we put my two business locations in the same PPC Select Business Package campaign since the keywords will be the same?	Not all the keywords will be the same. Much of our strategy is based on localization specificity which means our keywords are location based as well as our landing pages. Cramming our landing pages with multiple addresses, phone numbers, etc. will cause the landing page to fail. Separate locations require separate campaigns for location extensions to work properly.
When can I expect our first lead?	We are always very excited when our first lead comes in! Google Ads takes time to work. Though we do everything we can to get our first lead as quickly as possible, it is not uncommon to go a week or longer without your first lead. As a general



	rule of thumb, you should set the expectation that it takes three months for Google Ads to work.
How can I see my ads?	An advertiser should never search for their own ads. There are a number of reasons that an ad may not show every time our keywords are searched. Additionally, constantly searching for your ads may negatively impact your performance because by searching and not clicking, you are saying that this ad is not relevant to what you are searching. Alternatively, you should be utilizing the Ad Preview tool within Google Ads to determine if your ad is showing.
When will we go live?	We will provide you a go live date during our onboarding call. We recommend communicating that it will take up to two weeks to go live.
Are there contracts?	Yes we do have contracts. Contracts set a minimum three month term and ensure we set the correct budget to invest for more than one month. Contracts will set all expectations of service and will be provided before service begins.

Onboarding Details

Obtain information necessary to create a Google Ads campaign

- Basic
 1. Budget
 2. Locations to show ads (zip codes, cities, counties, states, countries or radius of address)
 3. Business Hours
 4. Business Phone Number
 5. Billing Information/Email to set up billing access
 6. Sales Staff Ready to Handle Leads
- Competitive Details
 1. Promotions for Ads
 2. Value Proposition (how are you different than the competition?)
 3. Unique Selling Points (USPs)
 4. Competitors
- Assets Needed
 1. High Resolution Logo
 2. Four of Your Best Testimonials Related Specifically to Your Business.
- Technical
 1. CNAME or domain





Any Policy Issues

Certain businesses are not eligible for remarketing. We will inform you of this when we review your PPC Select Business Package. Be aware however, that Google can update their policies at any time and Planteen Publishing LLC is not responsible if a business sector become affected. For an up to date list, please visit, "Google's current Ad Policies."

Thank you,
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