



# Omni Channel PPC Brief

Johnnie J. O'Dell Jr.  
Chief Science Officer (CSO)





## Introduction

The only marketing that improves all other marketing is Omni Channel PPC. An Omni Channel PPC marketing program that was created with your success in mind, focusing on serving business owners with a proven system to increase sales by as much as 40% while reducing the cost per lead by as much as 89%. Omni Targeting is perfect for businesses that whose services are searched for online and their prospect research companies before making a buying decision.

Using Omni Channel PPC Marketing you can stay top-of-mind with prospects who are the most engaged with your business i.e., those who have already visited your website.

It does this by telling your business story through ads on:

Gmail  
YouTube  
Facebook  
Instagram  
LinkedIn

As well as numerous industry leading websites such as Amazon, Tripadvisor, Yahoo, CNN and BBC.

If that wasn't good enough, our research has shown that only 1% of businesses are fully taking advantage of this audience opportunity. Welcome to the 1% club!

## Product Specification

Cost to you for each Omni-Channel PPC (one campaign per product or service)

Setup	\$995 (DAY 1)
Monthly Management	\$995 (Day 14/Go Live, recurs monthly)

If go live date is pushed back beyond 14 days the billing date is also moved back to match.

Additional Omni Targeting Campaign (optional)

Setup	+\$500 (per campaign)
Monthly Management Additional Campaign (Additional campaigns priced on request.)	+\$500 (per campaign)

Before onboarding a second campaign you must consult with your project manager.





Ad spend is not included and is billed directly by the ad networks themselves. A typical Ad Spend for Omni Targeting is between \$300 - \$500.

(In ultra-rare cases if ad spend were to be \$5,000 or more we reserve the right to review the monthly management fee)

### **Select Business and Omni Channel PPC**

Setup Fee Select Business	\$1,114
Setup Fee Omni:	\$995
Day 1 Total:	\$2,109
Management Fee Smart Niche	\$664 (Dependent on Ad Spend)
Management Fee Omni	\$995
Total:	\$1,659 Day 14/Go Live recurs monthly

When choosing to onboard with both Select Business and Omni-Channel PPC Marketing you will be onboarded with our Select Business first. Our teams will then coordinate and start the onboard for the Omni-Channel PPC Marketing.

### **What's Included in Setup**

- 40 Minute Onboarding Call
- Account Linking (GTM, Google Analytics, Google Ads, Gmail, Facebook, YouTube, Instagram)
- Remarketing campaign setup (including ad copy, audience targeting, ad extensions)
- Remarketing pixel creation and implementation via Google Tag Manager
- All 150+ ad design and creation for all platforms including video content.
- Google Remarketing
  1. Video Ads: Remarketing (Brand/Authority/Offer/Recovery)
  2. Display Ads: Remarketing (Brand / Authority / Offer / Recovery)
  3. Gmail Ads: Remarketing (Brand / Authority / Offer)
  4. Ad Types:

Custom in following sizes: 120x240, 120x600, 125x125, 160x600, 180x150, 200x200, 250x250, 234x60, 300x1050, 300x250, 300x600, 320x100, 320x50, 336x280, 468x60, 728x90, 970x250, 970x90

Google Responsive Display Ads





- LinkedIn (Case by case basis) Display Ads: Remarketing (Brand / Authority / Offer / Recovery)
- TrafficFuel (Case by case basis) Display Ads: Remarketing (Brand / Authority / Offer / Recovery)
- Facebook/Instagram Remarketing
  1. Display Ads: (Brand / Authority / Offer / Recovery)
  2. Video Ads
  3. Ad Types: Facebook Feed, Facebook Right Column, Facebook Stories, Instagram Feed, Instagram Stories.
- Audience set up and management
- All ad sizing

## What's Included in Management

- Bi-weekly Account Management and Optimization
- Monthly Report
- Ongoing offer/ad rotation based on a proven remarketing calendar
- Seasonal Ad Rotation
- Quarterly campaign review calls

## What's Excluded

- Ad Spend
- Landing page - Is available at an additional charge.
- Off site tracking
- Campaigns for ECommerce websites - Please call for consultation
- If after the onboarding call, the ads are for a different service, we will need to charge an additional onboarding fee.

## Optional Add Ons

Landing Page Creation	Starting from \$750
Business Select	Starting from \$664
Complete Omni Ad Set	\$337.50
PPC account Audit	127.50
Third Party Tracking	\$120 per hour





## Delivery

Planteen Publishing Does	Client Responsibilities
Create and implement remarketing pixels via Google Tag Manager.	Creates required accounts (Google MCC, Google Ads, Google Analytics, Bing Ads and Facebook Business Manager, Facebook Page & Facebook Ad Account]), adds billing details where applicable and implements conversion and call tracking.
Create Ads	Provides promotional offers, testimonials, photos and other requested assets for ads.
Ad rotation, content updates, campaign optimizations.	Provides additional assets as they are collected over time to assist in keeping ad content seasonably relevant.
If TrafficFuel is being used we will pay for the Ad Spend up front	We will invoice you monthly with your TrafficFuel ad spend. The invoice will require to be paid within 7 days.
Gather information for the ads	Provide us with information about their offer, USP, Reviews
Give us access to the Facebook Business Manager	Provide our p35x email address to the Facebook Business Manager
Help setup billing	Add billing details to all Platforms (Google Ads & Facebook).
Help add GTM to	Add the GTM code





your website	provided to all pages of the website.
Providing Assets for ad Creation	Upload images, logos, reviews, customer lists etc to the Google Drive link provided after Onboarding. We can not create ads without these assets.
Updating us of changes	Should you changed the website. You must let us know as soon as possible so we can check tracking.

## Onboarding Details

Please provide any onboarding details that need to be taken into account with this product.

Information needed:

- Ad Offer/Content
  1. Promotional offer (canned list of offers to choose from)
  2. Value proposition (how are you different than the competition)
  3. Testimonials
  4. Awards, recognitions earned or media appearances
  5. Logo with transparent background
  6. Images you'd like used
  7. Ad Approval - \*will be quarterly

## Communication Requirements

- Monthly recurring automated report
- Quarterly Ad review calls
- Ticket system for enquires – 24hr business day response time

FAQ's

Question	Answer
How can I see my ads?	A link to ad examples can be provided. We are unable to force ads to show to specific users in a live environment.





	There are many reasons someone may not be served one of our ads.
When will we go live?	Setup for this service is typically 7-10 days. This is dependent on receipt of all requested information. In addition to our setup, there are other requirements that are out of our control that we may encounter and can delay launch. These include policy issues on the website, did not implement Google Tag Manager, billing information was not provided, there is not enough site traffic to build a large enough list (varies by platform), etc.
Ad rotation, content updates, campaign optimizations.	Provides additional assets as they are collected over time to assist in keeping ad content seasonably relevant.
How do I know how these campaigns are performing?	Our 360 tracking package.
Why is there a monthly fee?	We will be performing ad rotations and additional optimizations to improve your reach, reduce banner blindness and increase engagement.
What happens if I change my mind?	If the Onboarding Call has taken place, then we are unable to refund the Onboarding fee. However, we will pause the subscription so that the monthly fee is not charged. If you changes the direction of your campaign after the Onboarding Call, then you will be subject to an additional Onboarding fee.





## Any Policy Issues?

If you have questions around policy issues please let us know.

### **Our approach in restricted niches...**

We aim to be Omnipresent in all networks. When we can't we run a minimum of two networks. Most often, the problem comes with Google and so we rely more heavily on Trafficfuel. It's not perfect but still provides more coverage than just about any other platform.

Thank you,  
Johnnie J. O'Dell Jr.  
[johnniejodelljr.com](http://johnniejodelljr.com)

Chief Science Officer (CSO)  
M.S. Simulation Science & Statistics  
B.S. Applied Mathematics / Concentration in Physics

Phone: (307) 462-4076  
Cell: (212) 470-2806

Planteen Publishing LLC  
30 N. Gould St, Suite 7476  
Sheridan, WY 82801

