

# MICRO MARKETING SERVICES

ADVERTISING CAMPAIGN: GOOGLE PER PAY CLICK

crystal@TheMME.biz @

+1.647.915.5121 ☎

@TheMMEbiz 📷

@TheMME.biz 📺

www.TheMME.biz 🖱

“

I always thought of ads on Google as something only big companies with big budgets get to use! I mean I always

wanted to try it, I just didn't know where to start.

”

## WHAT

On average, Google processes 3.5 billion searches a day (that's an average of 40,000 searches every single second). How many of those are for your products or services? How much of that search traffic are you currently capitalizing on, and even more importantly, how much are you missing out on?

The beauty of the Google algorithm is that it only serves up your ad to customers who are actively searching the keywords that are relevant to your business offerings. Furthermore, you only pay those engaged customers someone click through on your ad.

If you're looking to reach entirely new audiences, drive net new prospects to your website, and generate new leads, this campaign is for your business!

## HOW (PAY-PER-CLICK WORKS)



An ad is created (or several variations of the ad) to promote a business, product, or service. The keywords most relevant to the specific offering (or business) are specified during ad creation

## Who are we?

We're a team that came from a world where the marketing budgets are as large as the expectations from the Sales Executives!

Every marketing dollar spent is expected to convert into, not just sales leads, but enough qualified leads to fill sales funnels and drive millions of dollars in revenue to hit massive revenue targets.

We've taken our decades of corporate experience with converting marketing into money, and whittled it down into the marketing strategies - the most creative, scrappiest, low-cost, practical ones - that every micro business can use to drive very real results - net new customers and increased sales - for their businesses.





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Other specifics are added during the ad creation process, including the geographic areas to target, the budgetary limitations for the campaign spend (and the credit card to be billed for the campaign).

Google enables advertisers to specify and control many aspects of their campaign, such as the maximum the advertiser is prepared to pay every time a customer clicks on their ad. Alternatively, Google can optimize those aspects automatically



The ad campaign is launched. When customers conduct searches using keywords that match the keywords of the ad(s), the Google algorithm decides whether to serve up that ad (vs. a competitor's), based on the relevancy of the ad(s), and the campaign's budgetary limitations



Your ad is served up to the most engaged customers. When one of those engaged customers clicks through on your ad, your ad account is billed the pay-per-click price.



Voila! The ad is driving new traffic and generating new leads

## *Converting Marketing to Money. Small Biz Style*

There are many (many!) practical marketing strategies and tactics every owner-operator, solo entrepreneur, and micro business can leverage to promote and grow their business, even with super slim resources.

The key is for every small biz entrepreneur to be provided the insights on exactly what their best, low-cost opportunities are to drive more sales for their specific business.

Spending their limited time and resources on the specific opportunities that we have identified for our clients has driven triple-digit growth for many small businesses.

## HOW (OUR PROCESS WORKS)

1

Based on your company's offerings, we identify your top keywords. While these will form the basis of your basis of your ad campaign, they will also be provide to you for use across all your other digital properties (website, social media accounts)

**\$75** USD



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2

We'll start crafting your Google ads

3

We'll send you an invoice. It will provide the instructions for payment via PayPal or via credit card

4

We'll provide you screenshots of how your ads will appear on Google, as well as all the ad copy that will be used for each ad.

You can review and approve the ads if you choose (some of our busier clients choose to skip this part of the process), and we roll your campaign out in-market.

5

On a daily, every-other-day or weekly basis , via text or email - you decide! - we'll provide you with an update on your campaign's performance.

## FAQS



**WHAT KIND OF RESULTS CAN I EXPECT FROM A GOOGLE AD CAMPAIGN?** The results from each campaign varies and can be subject to many factors including the nature of your business, who your target audience is, and of course the promotional offering. Because Google ad campaigns are 'pay-per-click', you are only billed when your campaign drives results! And while we cannot guarantee campaign results, we monitor and fully optimize each campaign to ensure you achieve maximum results.



**HOW LONG DOES THE CAMPAIGN RUN?** The duration of the campaign one of the factors that can vary widely from one campaign to another. Typically campaigns tend to run between 5-10 days.



**HOW WILL I KNOW IF THE CAMPAIGN IS EFFECTIVE?** We ensure your campaign is completely transparent to you by providing daily, every-other-day or weekly updates on your campaign's performance.