



CONTENT MARKETING

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FULL SERVICE PPC CAMPAIGN MANAGEMENT & PRICING

John G Wood DDS - JohnWoodDDS.com

Ad www.johnwooddds.com/
Family and Cosmetic Dentistry Call For An Appointment Today!

Phoenix Dentists - 1800dentist.com

Ad www.1800dentist.com/
Finding a Local Dentist Made Easy. We Help 24/7. Get Matched Today!

Phoenix Dentist - gingerpricedds.com

Ad www.gingerpricedds.com/One-Day-Dental
Beautiful, Permanent Teeth in One Day. Teeth in One Day Technique.

If you want professional, focused Pay Per Click, Campaign Management, GCG will strategize, build and implement search engine advertising campaigns for your business. We maximize your Return On Investment and save you the time that these complex and ever changing platforms demand of a business owner. To do this in house, you would need someone dedicated to taking the time to continually keep up

with and focus full time on your PPC advertising or your money will be flowing out of the door and not coming back. Never mind the cost of engaging a full time employee with benefits and a workspace. Engaging GCG will save you a lot of money over using staff in house.

Google AdWords • Facebook • Bing • Youtube • More

According to Nielsen Research 2013, Online Advertising was the biggest growth area in the advertising world, it accounts for about 5% of all advertising expenditure, Television still rules the advertising dollar world. The growth predicted in online advertising is exciting because of the targeting and profiling of users. This creates a more focused approach rather than the shotgun blast that is TV advertising. Also, the feedback you can get from the online PPC world can teach you a lot about the business that you run and the trends for its future. Analytics are virtually instant compared with off line efforts. So, if you are yet to make serious inroads into PPC, let GCG walk you through the process towards a more successful business.

Options for Online advertising are excellent, from text ads, display creatives and video ads that can also complement and mirror your offline TV advertising. A lot of companies are testing their TV Ads online before committing the dollars for a TV run. We have the expertise to create effective video advertising creatives to complement your text and display ads.

We will analyze your business, website, landing pages, strategy and marketing goals to create a successful, affordable and effective pay per click advertising campaign. You will have an account manager appointed to your specific campaign and overseen by our staff and network to make sure your goals are being met.

We are so confident that partnering with GCG will deliver you real value. We will take great care to give you excellent customer service and answer your questions and concerns in a timely manner, we want to earn your business long term and we are prepared to do that on a month to month basis without tying you down in any contracts. Call GCG today to find out if you qualify on 800-884-4553





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PPC CAMPAIGN ONE TIME NEW CLIENT FEE

To get started with GCG, we first talk about your specific business goals. Once your questions are answered, and you choose to work with us, you will be responsible for our one time new client set up fee as well as your first month of campaign management. We work month to month without a long-term contract.

One Time New Client Fee: \$1,999

The Majority of our clients fall into our base fee of \$1,999. However, highly focused clients that require more time to learn and build out their campaigns, will have a higher fee than \$1,999 to bring on accounts that require an amount of research and time above and beyond what we consider to be an average client.

When we bring on a new client, there is a lot of preliminary work to do. We believe in our work and ability to deliver results for clients, that starts with great fundamentals. To begin, we interview each new client to develop an in-depth personal and important relationship. We learn about your business, goals, history, experiences, customers, competition, competitive advantages, and anything related that can help us maximize your advertising investment.

We begin the launch process by getting your accounts ready based on the agreed strategy and goals. Some of this work includes: a full keyword analysis including; negative keywords, keyword organization, copy writing for multiple ads in each group, proper platform settings to maximize results demographically, persona analysis, budget monitoring, and much more.

Targeting:
 All targeting groups (1) | **Demographics (4)** | Topics (9) | Interests (2) | YouTube search keywords (99) | Show more criteria

+ DEMOGRAPHICS Change status... ▾

<input type="checkbox"/>	Age range	Applies to	Targeting group
<input type="checkbox"/>	25 - 34	YouTube Videos, Google Display Network	Tradesmen
<input type="checkbox"/>	35 - 44	YouTube Videos, Google Display Network	Tradesmen
<input type="checkbox"/>	45 - 54	YouTube Videos, Google Display Network	Tradesmen
Total - all but deleted demographics			
Total - all demographics			

In 2013 Youtube became the world's #2 search engine, just behind Google, who owns Youtube. We offer the most comprehensive video marketing system to get your brand in front of the right customers, delivering your message in stunning HD. The platforms at Google and Bing offer many PPC options that businesses need to be aware of to get maximum results, and we make sure everything is in place correctly from the start. We know some of you are brand new and some have years of PPC history. Our work is always done diligently, employing the best conclusions, and when it's done it is owned by you, not us!

For more information, contact: Ian Faith 310.386.7327
Ian.Faith@GlobalCreativeGroup.com visit us at www.GlobalCreativeGroup.com

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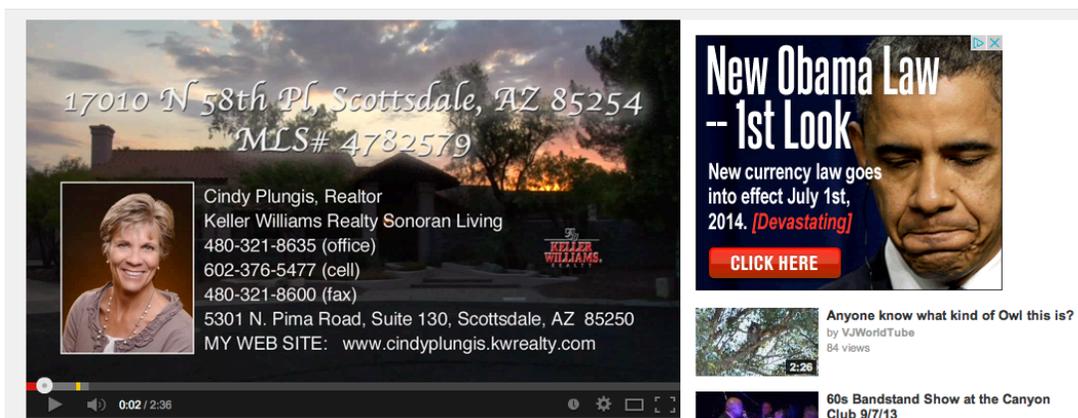


PPC CAMPAIGN PROCESS

Connecting, Education, Analyzing, Setup.

Having agreed to work together on your PPC Campaigns, we set you up in our system and assign you an account manager. Platforms like Google AdWords should be set up correctly from scratch for optimal performance. Before you start spending money on your campaigns we like to employ our system.

- We educate ourselves on your business and industry.
- A review is completed of your current website or if you need a new build we will begin the planning stages for that.
- An analysis is done of any past PPC campaigns you have run.
- We look at your competition and their market positioning.
- We set goals and outlines for the PPC campaign.
- We build the Campaign, Ad Groups, Creatives, Video, Ad Copy.
- Research and qualification of Keywords being engaged including Negative Keywords.
- We test keywords and options within Ad Groups.
- Assign Targeting, Locations, Timing, Calls to Action.
- Employ coding to landing pages, sites, mobile options, webmaster tools and Analytics.
- Analyze a consumer workflow to accomplish goal of action.
- Get ready to launch the campaign.





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MONTHLY PPC CAMPAIGN MANAGEMENT & PRICING

When we have done our due diligence and are ready to employ your campaign, we meet to discuss expectations and confirm a budget to be deployed. We want to bring maximum quality traffic to your business through the campaigns. This is where you can adjust your monthly spend based on our findings and recommendations. We stay on top of your campaign daily making sure it is performing up to standard and is delivering results.

We stay focused on your business and the industry news and trends that affect you today and in the future. We continue to monitor your online presence, looking for ways to increase your reach and reputation. In our strategy meetings we will analyze our work and will recommend options that are not currently engaged if we think there are potential opportunities for further growth for your business.

Our consulting and reporting will give you the information you need to make decisions for your business and insights into new avenues of growth. This includes Reputation Management recommendations, third party implementations of your goods and services and new online opportunities.

GCG Monthly Management Fee.

Once we launch, there is still a lot of regular maintenance work to do. We continue to maximize results. We monitor, build, strategize, change and report on a regular, ongoing basis. We charge a flat, ongoing monthly management fee based on your total monthly traffic budget. You can change up or down your spend on a monthly basis and adjust your Management Fee accordingly, also if you need to take a hiatus, we hold your account as dormant awaiting your instructions.

Monthly Traffic Budget (Paid to Provider)	Monthly Management Fee
Under \$1,500	\$395
\$1,500 - \$3,000	\$525
\$3,000 - \$5,000	\$750
\$5,000 - \$10,000	\$1,000
\$10,000 - \$20,000	\$2,000
\$20,000 - \$50,000	\$3,000
\$50,000 - \$100,000	\$6,000
Over \$100,000	Contact GCG

Advertising Charges

You are responsible for any traffic through these accounts and will pay by credit card. We will advise you as to increasing or decreasing spend based on the results of the campaigns. We want to succeed with you and help you get the best ROI with your available advertising and marketing dollars.

Now you can get on with doing what you do best, running your core business while knowing you have specialists who have even spent a lot of their own money over many years successfully running PPC campaigns.