

PPC PROPOSAL



CAMPAIGN STRATEGY

YOUR PPC CAMPAIGN

Mr. Pipeline sets out to find you the right leads that will convert at a higher rate. We are obsessed with driving your company more high-quality leads. Your dedicated PPC Associate will work every week on your site and campaign, in conjunction with other team members, to leverage all our expertise and insights about what works best in your specific business vertical and geographical area.

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LASER TARGETED

Mr. Pipeline specializes in PPC Management for local businesses. Our team will work with you to select the most relevant keywords to target based on the services you provide. We will also be focusing on the areas where your best customers are located and push your most profitable services to them.



SERVICE INDUSTRY PROVEN

Mr. Pipeline has worked with hundreds of service industry clients, including Pest Control, HVAC, Plumbing, Pressure Washing and many more. This focus on service industry allows us to leverage the knowledge we have gained from working in these verticals by providing results to new clients at a quicker pace, spending less time learning the business and researching how to generate results and more time on tasks that will contribute to lead generation.



TURN YOUR WEBSITE INTO A WELL-OILED LEAD MACHINE

Ensuring your website is Sales Ready isn't just a thought in our mind. It's vital and one of the most important variables when it comes to converting web traffic. Mr. Pipeline will help you increase your phone call and email leads within no time at all. In addition, our team will integrate all sorts of tracking platforms to make sure you are converting at the highest level possible.



**If you are looking for organic rankings on page 1 of Google, then you would need to invest in a SEO campaign. Ask your Sales Rep or Mr. Pipeline team contact for more information.*



PACKAGE FEATURES



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Each of the activities below form part of the toolkit which your PPC Specialist will employ to make your campaign a success. The Specialist and colleagues will monitor your site and dedicate time accordingly to ensure your metrics improve month over month. The ultimate goal is to have an extremely profitable traffic source that constantly produces the exact leads you are looking for.

Keyword Research	Planning and Strategizing is extremely important when it comes to having a well-oiled PPC Campaign. Keyword Research is vital and create a starting point for costs and opportunities.
Campaign	A Campaign is where both the game plan and execution live and breathe. Once we obtain traction in a campaign, we then split test a second campaign ensuring high level performance.
Ad Copy Writing	Compelling text and copy can make all the difference. Certain words and Calls to Action make all the difference. Our team of experts will ensure your ad is built to be clicked.
Landing Page Optimization	If your website is not 100% Sales Ready, you are leaving money on the table. An underperforming website will lead to a low Quality Score, when means you're paying too much per click.
Weekly Optimization	We relentlessly plug into your campaigns performance ensuring it's delivering the expected results. Ongoing optimization is paramount for your success.
Quality Score	Quality Score is a metric Google uses to determine your page ranking and how much you pay per click in a particular Google AdWords campaign. We are experts at increasing the scores.
Conversion Tracking	A conversion occurs when an ad click or other interaction with your ad leads directly to a behavior that's valuable to you, such as a contact form submission or phone call.

Thank you for the opportunity to earn your business. See you online!



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