



penquin

PPC DIGITAL SERVICE OFFERING

BREAKDOWN

Penquin Media Division

Penquin's media division offers a comprehensive array of PPC marketing solutions for any size business. Our packages are tailored to deliver the results you need from the media strategy your clients respond to. Each packaged service includes the set-up and management of an AdWords campaign around a set number of AdGroups, with display, remarketing, and geo-targeting included for added value.

Package Extensions

Each package may be extended to incorporate further Google Advanced Display or Text Ads, including artwork. Additional costs will be discussed on a case-by-case basis.

P-Click: Penguin's Google AdWords options.

Select your preferred P-Click package from the Penguin PPC offerings below:

Number of campaigns	< 5	5 - 7	8 - 13	13 - 17	On request
Number of Ad Groups per campaign	1	2	3	5	On request

Campaign Costs

Monthly AdWords Spend	< R20 000	R20 001 - R30 000	R30 001 - R50 000	R50 001 - R75 000	> R75 000
Once off campaign research and set-up cost	R4 500	R7 200	R18 900	R22 500	On request
Ongoing monthly management cost	R5 400	R9 000	R14 400	R21 600	On request

Campaign Components

Initial keyword research	✓	✓		✓
Ongoing keyword development and tweaking	✓	✓		✓
Google customer match & audience match	✓	✓		✓
Industry analysis	✓	✓		✓
Initial campaign development & strategy	✓	✓		✓
Google analytics integration & goal tracking	✓	✓		✓
Google Text Ads	✓	✓		✓
Ad copy performance testing	✓	✓		✓
Monthly performance & analysis reporting	✓	✓		✓
PPC account setting monitoring (Ex. Geo-targeting)	✓	✓		✓
Strategic bid management	✓	✓		✓
Google Display Network	✗	✓		✓
Google Remarketing	✗	✗		✓
Youtube Video Ads	✗	✗		✓
Initial banner ad design for display & remarketing	✗	✗		✓
Quarterly banner ad design for display & remarketing	✗	✗		✓
Custom landing page creation	✗	✗		✓

Notes

- Prices are exclusive of VAT
- Campaign is defined as a set of ads set up and running on Google search or display network, with an agreed budget, to a specific time period.



All packages come standard with the following

Set-up

Keyword Research

Identifying those keywords that are aligned with business goals and provide good ROI.

Ad Campaign Copywriting

We will create any text ads necessary to run our campaigns. If image or video ads are needed, we will provide more details. Maximum 3 reviews per ad.

Google Analytics Integration

Results of our PPC campaigns will be available via the powerful reporting platform of Google Analytics.

Conversion Tracking

Without conversion, tracking is like driving with your eyes closed! We need to know what works best on your PPC campaigns to ensure that conversion tracking works before starting.

Mobile Ads

We will optimize your campaigns for targeting mobile and tablet users.

On-going

Monthly Report

Each month you will get a detailed report showing the progress made and work carried out on your campaigns as well as insights and recommendations on how we can optimise campaign performance.

Campaign Management

PPC is not a 'set it and forget it' task. We will monitor your campaigns on a daily basis to make sure that they are running optimized and without any problems. Our recommendations on optimising the campaign are strongly driven by the insights we get from the monthly report.

