



PPC

MANAGEMENT

RATE CARD

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Legal: This document provides the current rates for PPC Management Services as provided by Defiant Marketing. The rates mentioned can include any time-based promotions and could change without any prior notice. All concerned are requested to discuss the final rates with Mashuk before finalizing the services.

All information within this document is deemed confidential and for use exclusively by the intended recipient only.



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PPC Ad Management Rates

Sl.	Features	Business	Enterprise
01.	Monthly PPC spend with PPC networks	\$0 - \$30,000/month ad spend (paid to networks)	\$30,001+/monthly ad spend (paid to networks)
02.	Google PPC Network	✓	✓
03.	Bing PPC Networks	✓	✓
04.	Google Display Network	✓	✓
05.	Initial campaign development & strategy calls	✓	✓
06.	Advanced keyword research and selection	✓	✓

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07. Industry analysis	✓	✓
08. Ad campaign copywriting	✓	✓
09. Ad copy performance testing	✓	✓
10. Ongoing keyword development and tweaking	✓	✓
11. Dynamic keyword insertion into ads	✓	✓
12. Google analytics integration & goal tracking	✓	✓
13. Results analysis/reporting	✓	✓
14. Strategic bid management	✓	✓
15. PPC account settings monitoring (Eg. Geotargeting)	✓	✓
16. Single account representative	✓	✓
17. Up to two personal consultations per month	✓	✓

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18.	Monitoring clicks, conversions and click fraud activity	✓	✓
19.	Setup and management of rule-based bidding	✓	✓
20.	Setup of 1 landing Page	✓ (If site is in WordPress)	✓ (If site is in WordPress)
21.	Initial banner ad design for display & remarketing	✓ (USD750 per any additional set)	✓
22.	Monthly performance & analysis reporting	✓	✓
23.	One-time setup	\$750 + 1 Months Management Fee (per ad network)	1 Months Management Fee
24.	Progressive Monthly Management Fee	\$500 or 20% of Ad Spend, whichever is higher (per ad network)	15% of Ad Spend

Payment option

The below is calculated at the minimum level to start.

1. One-time setup = \$750 + 20% Ad Spend @ \$600

Total = \$ 1,350

2. Ad Spend Single Network (Google or Bing) = \$3,000

Grand Total = US\$4,350

Click the link below to start the quick easy payment process.



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- US\$3000 is the minimum Ad Spend amount. This amount can be spread across multiple ad networks. However, in such cases, the one time setup fee and maintenance charges will be charged on a per ad network basis.
 - Any additional requirement further to the above charges will be invoiced to you for processing.
 - Alternative to the above payment method, you can also request an invoice for your payment.
 - You will receive an email on how to setup a strategy call between us in order to get your PPC campaign underway, after the payment process is completed. Please allow for 30 mins for the email to arrive after you receive the payment confirmation.
 - Please feel free to contact me at mashuk@mashuk.pro or mashuk.rahman@live.com with any questions, requests or concerns.
 - In case of Enterprise customers, please do not pay using the above link. Simply drop me an email and I will send you a custom invoice for payment.
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Please note:

- The above applicable for English only campaigns. Contact for custom quote for campaigns in foreign languages.
- Campaigns will be managed through our own Ad account(s). The monthly ad budgets will be paid to us directly and will be distributed across campaigns, ad groups and networks as we best deem it necessary for the client's best interest.
- Customer must remit the maintenance + ad network charge invoices to us by the 3rd of every month, in order to avoid any service disruptions. We accept payments through Cards, PayPal or Wire Transfers.
- Landing page creation is at free of cost on customer domain only if the site is done using WordPress.
- Using an autoresponder with at least 5 follow-up email sequence is recommended per campaign. Cost of this feature is not included above.

Further considerations:

Even though PPC can deliver results *overnight*, it usually requires at least three months to optimize for delivering the best results. Those initial months serve as a training period for your ad campaign, providing you with valuable data that you can use to improve your campaign's overall performance.

Here's why PPC campaigns need a three-month investment (at least!) to deliver the best results for the money spent.

The first three months of a PPC campaign would be focused on gathering data from your ads, which we would then use to improve the keyword targeting, audience targeting, and optimize the bids.

Still wondering why it takes around 3 months?

Here's the longer answer.

1. *To start with, a new PPC campaign doesn't have any data.*

Sure, when you create a PPC campaign, you only start to gather data. You research keywords, audiences, and competitors. That data, however, only goes so far when it comes to PPC advertising. The best advertising data comes from your ad campaign.

It will take some time for your campaign to generate data, especially if you have a small audience size. Once you have that data, however, you can use it to improve your targeting, keyword selection, and bids.

2. Secondly, a new PPC campaign doesn't have any performance history.

Whether you're advertising on Google, Bing, or even Facebook, these ad networks will gauge the quality of your ads. The quality of your ads (according to these platforms) will influence your ads' performance in the ad auctions, which will impact how often users see them.

While ad networks can assign an immediate quality score or rating, your initial score serves as an estimate based on auction-time factors like expected click-through rate (CTR), landing page experience, and relevance.

These metrics **will change** as the platforms gather more data about your ads' performances.

An ad with 5000 impressions versus 50 impressions, for example, has more data backing its expected quality and usefulness. As your ads gain more impressions and clicks, networks like Google Ads develop a more accurate score, which can help your ads perform better in ad auctions.

When you understand how long it takes to get results from PPC, you can easily see why PPC requires a three-month investment, as well as to build a PPC strategy that makes the most of those first few months.

3. Testing and Scaling

We will constantly be maximizing the PPC campaign's performance by testing the ad copy and scaling your ad campaign. We will be preparing for how to grow our strategy across the ad networks and how to power your campaigns with even more effective ad spend.

Additional services we provide to our clients only, based on custom quotes.

- Website design and development (WordPress only)
- Build landing/sales/squeeze pages
- Copywriting services
- Social Media Marketing

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