

Google Ad Grants campaign setup and management designed to maximize your grant.

What we do	<ul style="list-style-type: none">• Start from scratch or rebuild your Google Ad Grants account• Develop a keyword strategy designed for local, cultural attractions• Develop all ad copy• Provide consultation on Google Tag Manager setup to track conversions and increase performance• Provide consultation on your 'paid' Google Ads account to best complement your Google Ad Grants account• Ongoing campaign optimization with a goal of spending the entire \$10,000 per month grant• Monthly reporting on performance and suggested changes
What it requires from you	<ul style="list-style-type: none">• Access to your approved Google Ad Grant account• Access to Google Tag Manager (if available)• Participation in Kickoff Call
Deliverable	<ul style="list-style-type: none">• Setup of your Google Ad Grants campaign(s)• Ongoing management for 3+ months• Monthly phone calls and reports
Cost	<ul style="list-style-type: none">• \$4,500 for setup and 3 months of management• Ongoing management is \$1,000 per month
Timing	<ul style="list-style-type: none">• Campaigns can be launched within 2-3 weeks of getting access to Google Ad Grants account and completing the Kickoff Call
Terms	<ul style="list-style-type: none">• First 3 months non-cancellable• Month-to-month requires 30 day written cancellation

Google Ad Grants campaign setup and management designed to maximize your grant.

2-3 weeks prior to launch

- Kickoff call to review initiatives and strategy
 - Build out of your Google Ad Grant account or audit and refresh of current campaign
 - Develop an ad group and keyword strategy designed for local, cultural attractions with relevant ad copy
 - Determine a conversion tracking strategy and place all necessary pixels within clients Google Tag Manager container
 - Provide consultation on your 'paid' Google Ads account to best complement your Google Ad Grants account, if necessary
-

30-60-90 Days

- Set up and launch new campaign structure
 - Ensure full compliancy of Ad Grant campaign mandates by Google, inclusive of 5% minimum campaign CTR
 - Campaign optimization with a goal of spending \$10,000 per month in ad grant funds by month 3
 - Monthly report and call to review performance and optimizations
-

Ongoing monthly support

- Ongoing keyword and copy optimizations to ensure campaign relevancy
 - Additions to ad groups and keywords to support new events and initiatives as available or needed for campaign improvements
 - Ensure all compliancy is met based on Google's mandates
 - Manage campaign to spend as closely to \$10,000 per month
 - Monthly report and 30 minute call to review performance. Can be a delivered report if preferred with quarterly calls.
-