

PPC Campaign Proposal Outline

1. Executive Summary

- Purpose of the Proposal
- Overview of Proposed Campaign
- Key Goals & Expected Outcomes

2. Business & Market Analysis

- Business Overview
- Target Audience & Segmentation
- Competitive Landscape
- Unique Value Proposition

3. Campaign Objectives

- Primary Goals (e.g., Lead Generation, Sales, Brand Awareness)
- Key Performance Indicators (KPIs)

4. Keyword & Audience Research

- Keyword Strategy
- Negative Keywords
- Audience Targeting Criteria

5. Campaign Structure

- Platform Selection (e.g., Google Ads, Bing, Social Media)
- Ad Groups & Campaign Types
- Geographic & Demographic Targeting

6. Ad Creative Strategy

- Ad Copywriting Approach
- Ad Extensions
- Creative Examples (if available)

7. Budget & Bidding Strategy

- Proposed Budget Allocation
- Bidding Methods
- Expected Cost-per-Click (CPC) & Return on Ad Spend (ROAS)

8. Measurement & Reporting

- Tracking & Analytics Setup
- Reporting Frequency & Format
- Optimization Plan

9. Timeline

- Project Milestones
- Key Deadlines

10. Next Steps

- Client Review & Feedback
- Agreement & Onboarding Process
- Kickoff Date