

PPC Advertising Proposal

Prepared For: Client Name

Date: June 24, 2024

Introduction

We appreciate the opportunity to partner with you in growing your business through Pay-Per-Click (PPC) advertising. This proposal outlines our recommended strategy, goals, and projected outcomes for a results-driven PPC campaign.

Objectives

- Increase qualified website traffic
- Generate more leads and conversions
- Improve return on ad spend (ROAS)
- Accelerate brand awareness and reach

Proposed Strategy

- Comprehensive keyword research
- Targeted Google Ads & Bing Ads campaigns
- Relevant, high-quality ad copywriting
- Custom landing page optimization
- Ongoing bid and budget management
- Continuous A/B testing and performance monitoring

Scope of Services

- Account setup and campaign structure
- Ad group and ad creation
- Keyword selection and negative keyword lists
- Conversion tracking implementation
- Monthly performance reporting
- Campaign optimization and support

Projected Budget & Timeline

Service	Amount
Initial Setup Fee	\$XXX
Monthly Management Fee	\$XXX

Suggested Ad Spend

\$XXXX / month

Estimated Timeline: Campaign launch within 2 weeks of approval.

Reporting & Communication

- Monthly campaign performance report
- Recommendations for ongoing improvements
- Email and phone support as needed

Next Steps

1. Review and approve proposal
2. Sign agreement and submit initial payment
3. Kickoff meeting to define campaign goals
4. Begin campaign setup and launch

Contact:

Agency Name

Contact Person

Email: example@email.com

Phone: (123) 456-7890

Client Signature: _____