

# 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:** \_\_\_\_\_