

GOOGLE DISPLAY ADS

UNLEASH ME

Realise your full potential with this heavy hitter for brand awareness, sales and ecommerce



WA or Australia Wide

4+

500+



2 image variations x
3 sizes per AdGroup



Weekly



Minimum \$1,500

\$999 ex GST

CONNECT ME

Middle weight plan with more options for more results increasing reach



WA (1 state location)

3+

300+



2 image variations x
3 sizes per AdGroup



Weekly



Minimum \$750

\$599 ex GST

GROW ME

Entry level plan to maintain a low monthly budget spend



Perth (1 city location)

2+

200+



2 image variations x
3 sizes per AdGroup



Weekly



Minimum \$500

\$499 ex GST

No Setup Fee, No Lock-in Contract

Dedicated Perth Account Manager

CAMPAIGN SETUP

Adwords Account Setup

Conversion Tracking Installation

Google Analytics Setup

Google Analytics Goal Tracking

Advertising Geo Targeting Range

Campaigns and/or Ad Groups

Keyword Group Quantity

Competitor Research

Account Management Optimisation

Creative Ads Development

REQUIREMENTS

Website: Form Submission Thank You Page

* Landing Pages preferred to have a Contact Form or [BUY] button for ecommerce sites.

Website: Targeted Optimised Landing Page(s)

* Ads should not aim to land on home page (too broad)

REPORTING

Google Analytics Dashboard Report

Monthly Report

MEDIA BUDGET

Minimum Monthly Media Budget

MONTHLY MANAGEMENT FEE

*All online advertising targeting includes desktop and mobile/tablet devices.

*Image artwork to be provided by the client. Copyright ownership verified, otherwise additional stock art image costs or photography costs may apply.

OUR MOST POPULAR PLAN

AD DESIGN - prepare 3 common image format sizes (Medium Rectangle, Leaderboard and Wide Skyscraper)
- prepare 2 image ads variations per AdGroup for initial A/B testing