



MindZap Solutions

Web, Apps, ERP & Digital Marketing

Standard Operating Procedures (SOP)

Purpose: This document includes the standards and guidelines that we adopt for the clients.

Scope: This SOP applies to the Pay Per Click(PPC) Team. This document will contain the relevant procedures and methods that we will be used for PPC.



Objectives

Pay Per Click Campaign Management Service

- To get maximum highly targeted leads in no time.
- Establish & Grow Online Business.
- Reach out maximum prospective customers.
- Cater Local Business and increase the sale.
- Boost Sales/month
- Fetch maximum number of leads at minimum ads budget.
- Scale up number of footfall

How It Works

Pay Per Click Campaign Management Service

- No minimum ad spend requirement.
- Fixed Percentage of monthly management fees.
- You pay to Google Ads directly.
- 100% account ownership of Google Ads account.
- No long term commitment – Pay us as per live campaigns.

About PPC Management

- Small, Medium and Big Businesses any one can opt for it.
- Focused towards generating highly targeted sales leads.
- Ads will run on Google and Various Search networks
- Complete optimized campaign set up
- Keyword research
- Conversion Tracking Setup
- Weekly and Monthly reports
- Click fraud setup and reporting.
- Display Network ads
- 10 images creation
- Advance Optimizing with our AI approach
- A/B testing of all campaigns
- High Conversion rate expected
- Regular performance review with client for optimum results.

Charges For PPC Management

- Unlike other companies we don't charge any fix monthly fees for PPC.
- We believe right ad should run at the right time for generating maximum sales.
- We simply Charge 10% of the monthly Ads amount spend.

Let us explain it.

If your Adword account got Rs. 25000 balance in it. In a month We spend Rs. 10,000 on ads then remaining balance is Rs. 15000 in Adwords account which is unused balance.

So,

Our Fees will be 20% of Rs. 10,000(Amount Spend) which is just Rs. 2000 for whole Month.

THANK YOU

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