

Pay Per Click Proposal

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PPC Campaign Process



MVee Media

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The MVue Media 'Ad-Vantage'

MVue Media was built as a different kind of agency. We want to break away from the old agency model: from the analysts with too many bank accounts, agencies that drive-up ad spend to increase fees, and management that relies on sub-optimal metrics like ROAS.

Profit-Driven Management

We manage our accounts to a different metric operating system. Profit is the only metric that accounts for both efficiency and sales volume-- so you understand the full potential of your PPC spend.

Unlike ROAS, profit takes into account important business metrics like cost of goods, variable overhead, merchandise return rate, or more. This approach also allows us to adjust to factors such as seasonality.



PPC Management You Can Trust

At MVue Media your accounts will never be managed by an automated system. Each account has a dedicated analyst with a limited number of accounts, so there's time to put in real work that drives measurable results.

Every account receives regular reporting, and we pride ourselves on being responsive to any and all questions and concerns. No impersonal "Support" lines required!

Transparency, Integrity and Accountability

Our mission is to offer greater transparency, honesty and accountability for our clients. By teaching our clients to measure success through profit, rather than revenue or efficiency. We are defining new industry standards.

We work with each client to find the approach that works best for their specific business needs to consistently drive radical increases in revenue and profit.



Types of PPC

8 Types of Paid Advertising To Grow Your Business

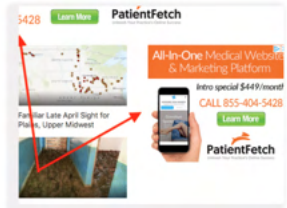
1. Search Ads

Search ads are the most common ads you'll see in the search results. These PPC ads appear at the top and bottom of the search results on Google. You'll see these ads tagged with the word "ad" to indicate paid content.



2. Display Ads

Display ads are another PPC ad type you can use to reach people interested in your business. These ads appear on Google's partner websites. Instead of being all-text ads, these ads typically include a photo and text.



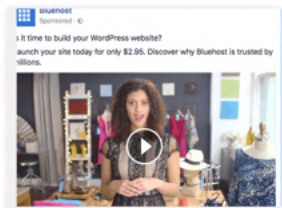
3. Social Ads

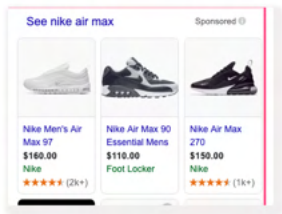
Social media ads are one of the most popular types of paid advertisements. These ads appear in social media feeds on different platforms. It's a great way to connect social media users.



4. Re-Marketing Ads

A remarketed ad is one of the types of PPC campaigns you can run to reengage your audience. Many people will visit your website and learn about your products or services but won't convert. They may not choose your business immediately. When this happens, it may feel you've lost a lead. but that's not the case. Instead you are presented with an opportunity to use remarketed ads to get them to think about your business & choose your brand.





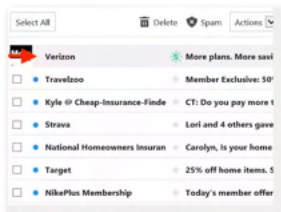
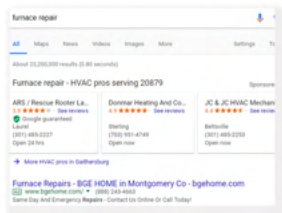
5. Google Shopping

Google shopping ads are another type of paid advertising your business can utilize to help leads find your products. These ads appear in carousel format above the Google search results. It allows users to see the products and prices before they click on someone's website.

6. Local Service Ads

A Local service ad is one of the most exclusive type of paid advertising. This advertising option is only open to a few markets, including:

- Plumbers
- HVAC Companies
- Locksmiths
- Electricians



7. Gmail Sponsored Promotions

You can reach interested leads in more places than one. With Gmail sponsored promotions, you reach interested leads right in their inbox. Gmail sponsored promotions ads appear at the top of a user's mailbox.

8. Instream Ads

Instream ads appear in videos on YouTube. If you've ever watched content on YouTube, You've seen some form of an advertisement before or while watching a video.

Whether it's a full-screen, non-skippable ad or a small sidebar ad, you've encountered sponsored content through watching videos.

