

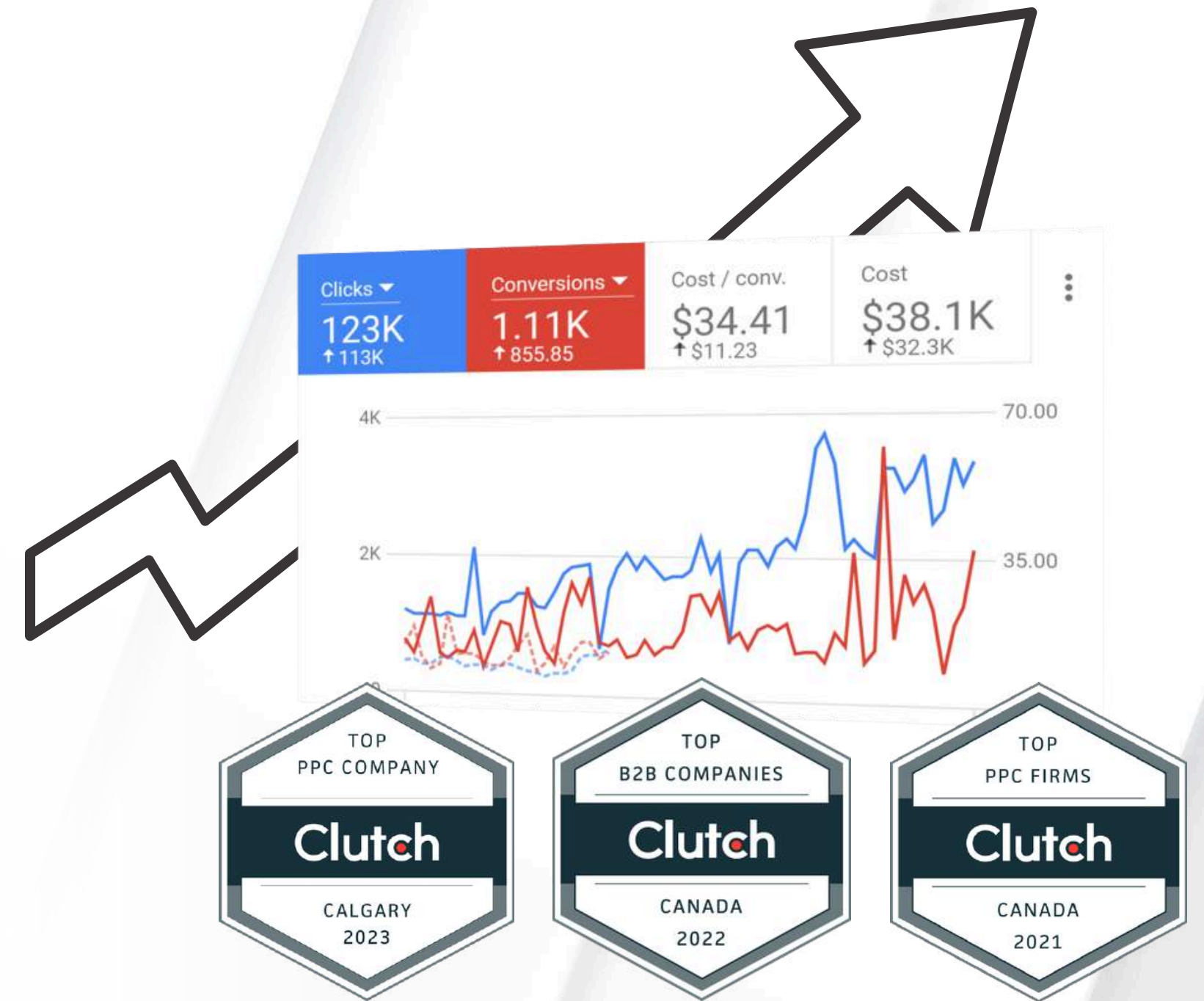
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# PPC Advertising Management



# PPC Management By Marvel Marketing

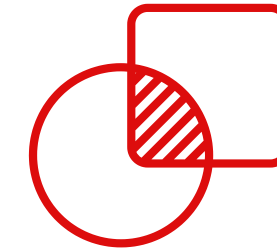
Our clients see an **average return** of  
**5-6X**  
on **ad spend** budget.



# Introduction to Pay-Per-Click (PPC) Advertising

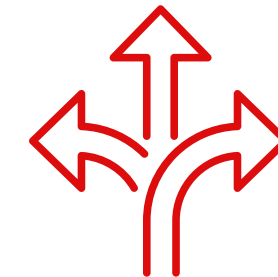
Marvel Marketing is a certified pay-per-click (PPC) marketing agency that can help boost your brand's visibility and sales. Our PPC campaigns are optimized to be effective, profitable, and guarantee a return on investment.

Results Guarantee



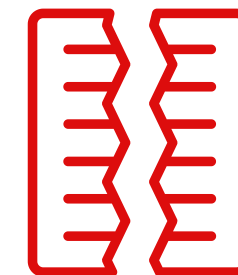
## Transparent Pricing

You pay Google and Meta directly with your own Credit Card.



## Flexible Budgets

Adjust your budget with Google and Meta at any time.



## No Big Contracts

Enjoy freedom with our short 3-month commitment phase.

# The Method To Our Success

We use proven and tested PPC strategies

1

## Define Objectives

Determine the primary goals of your PPC campaign. Whether it's increasing website traffic, generating leads, boosting sales, or promoting brand awareness, having clear objectives will guide your strategy and help measure success.

2

## Deep Research

Identify relevant keywords that your target audience is searching for. Use tools like Google Keyword Planner, SEMrush, or Ahrefs to find keywords with high search volume and low competition. Focus on long-tail keywords for more targeted traffic.

3

## Create & Design

Ensure that your creative assets are designed to drive conversions. Develop high-quality videos, ads, and images relevant to your target audience and align with the campaign objectives. Visuals are tailored to each platform.

4

## Monitor & Optimize

Analyze key metrics such as click-through rate (CTR), conversion rate, and return on ad spend (ROAS). Use the data to make informed adjustments to your keywords, ad copy, and bidding strategy to continually improve results.



# The First 90-Days

What should you expect in the first 3 months?

Month 1

## Strategize & Build

Start with a detailed audit and research phase. Define your PPC campaign goals, whether it's increasing traffic, generating leads, boosting sales, or enhancing brand awareness. Then, build your campaign with targeted ad groups, compelling ad copy, and optimized landing pages.

Don't Expect Conversions Just yet

Month 2

## Launch & Collect Data

Launch your PPC campaign after the initial build. Focus heavily on collecting data, monitoring key metrics such as click-through rates, conversions, and cost per acquisition. The primary goal is to gather enough data to guide future optimization and strategy refinement.

Expect Conversions To Gradually Start

Month 3

## Analyze & Accelerate





Analyze the collected data to uncover insights and performance trends. Identify high-performing keywords, ad groups, and demographics. Use these insights to accelerate your campaign by reallocating budget to the best-performing areas and refining your strategy. Continuously test new ad variations and targeting options to maximize ROI.

Expect Conversions To Start Increasing





# Google Ads Paid Advertising

 <b>Shopping Ads</b>	 <b>Performance Max</b>
 <b>Display Ads</b>	 <b>Remarketing</b>

<b>Google Campaign Setup (Month 1)</b>	<b>Cost</b>
<b>Local Build</b> <ul style="list-style-type: none"> <li>• 1 "Local" Area (County, Cities etc.)</li> <li>• Up to 5 Services / 5 Ads / 5 Locations (Small as 5km radius)</li> <li>• Includes Remarketing Banners</li> <li>• Includes Google Pixel Setup</li> <li>• Up to \$5000 in Spend</li> </ul>	\$1,500 one-time
<b>Multi-Location / National Build</b> <ul style="list-style-type: none"> <li>• Multiple Locations (States/Province or National)</li> <li>• Ecommerce or B2B Style</li> <li>• Includes Remarketing Banners</li> <li>• Includes Google Pixel Setup</li> <li>• Includes Ecommerce Integration (Google Merchant Centre)</li> <li>• Includes Shopify Integration</li> </ul>	\$2,000 one-time
<b>Monthly Management (Month 2+)</b>	<b>Cost</b>
Ad Spend (\$1,000 - \$5,000)	\$895/month
Ad Spend (\$5,001 - \$7,500)	\$1,295/month
Ad Spend (\$7,501 - \$10,000)	\$1,995/month
Ad Spend (\$10,001 - \$15,000)	\$2,495/month
Ad Spend (\$15,001+)	20% Of Ad Spend

Cannot include site with hundreds/thousands of SKUs (Ex: a jewelry store, or online store)





# Facebook & Instagram Paid Advertising

Harness the power of Meta advertising with Marvel Marketing to elevate your business to new heights. Through platforms like Facebook and Instagram, we target your ideal audience with pinpoint accuracy, delivering personalized and engaging content that resonates. Our expert team leverages advanced data analytics and behavioral insights to craft cost-effective campaigns that drive real, measurable results. Whether you're looking to increase brand awareness, generate high-quality leads, or boost sales, our Meta advertising solutions are designed to meet your specific goals and ensure your marketing success.

Facebook & Instagram Management	Cost
<b>Basic Package</b> <ul style="list-style-type: none"><li>• Set up of All Ads for Campaign NOT including graphic work</li><li>• Ad Split Testing to Reduce cost per lead</li><li>• Remarketing Audiences</li><li>• Lookalike Audience Setup</li><li>• Monitoring and Optimizing Campaign</li><li>• Advice on setting up lead/sale website pages</li><li>• Conversion Tracking Setup</li><li>• Dedicated Account Strategist</li><li>• Emailed Monthly Report</li></ul>	(With Google Ads) <b>\$795/month</b> + Ad Spend  (No Google Ads) <b>\$995/month</b> + Ad Spend
<b>Standard Package</b> <ul style="list-style-type: none"><li>• Set up of All Ads for Campaign NOT including graphic work</li><li>• Ad Split Testing to Reduce cost per lead</li><li>• Custom Demographic Audiences (up to 3 ad sets)</li><li>• Remarketing Audiences</li><li>• Lookalike Audience Setup</li><li>• Monitoring and Optimizing Campaign</li><li>• Advice on setting up lead/sale website pages</li><li>• Conversion Tracking Setup</li><li>• Dedicated Account Strategist</li><li>• Emailed Monthly Report</li></ul>	(With Google Ads) <b>\$995/month</b> + Ad Spend  (No Google Ads) <b>\$1,295/month</b> + Ad Spend
<b>Custom Package</b> <ul style="list-style-type: none"><li>• Set up of All Ads for Campaign Includes (3 custom designed images)</li><li>• Ad Split Testing to Reduce cost per lead</li><li>• Custom Demographic Audiences (up to 5 ad sets)</li><li>• Remarketing Audiences</li><li>• Lookalike Audience Setup</li><li>• Monitoring and Optimizing Campaign</li><li>• Advice on setting up lead/sale website pages</li><li>• Conversion Tracking Setup</li><li>• Dedicated Account Strategist</li><li>• Emailed Monthly Report + 15 Minute Call</li></ul>	(With Google Ads) <b>\$1,295/month</b> + Ad Spend  (No Google Ads) <b>\$1,595/month</b> + Ad Spend





# We Create High-Converting Landing Pages

Maximize your PPC campaign success with high-converting landing pages that turn clicks into customers.

Optional Add-On Service

**\$850 + Unbounce Monthly Fee**  
One-Time







# Call Tracking To Keep Track Of ROI

Unlock the true potential of your PPC campaigns with call tracking, providing precise ROI insights and driving smarter marketing decisions.

Optional Add-On Service

**\$300 + CallRail Monthly Fee**  
One-Time





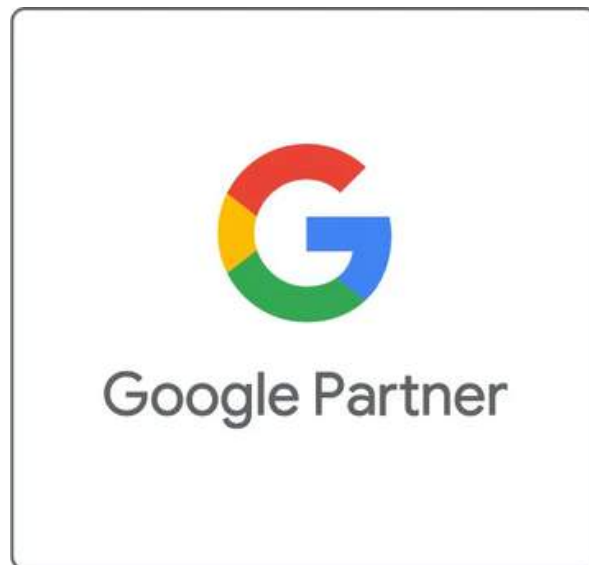
# So.. Who has Marvel Marketing Worked With?

Here are just a couple of our 250+ clients we have helped.





# We're Ready When You Are



 (587) 387-2323

 [hello@marvelmarketing.ca](mailto:hello@marvelmarketing.ca)

 [www.marvelmarketing.ca](http://www.marvelmarketing.ca)