

GOOGLE ADS¹

PACKAGES / SPECIFICATIONS	LAUNCH	GROWTH (POPULAR)	SCALE ²
BEST FOR	Local businesses starting with ads	Growing companies that want more leads	Multi-location or e-commerce brands that want to scale aggressively
INVESTMENT	\$450/mo	\$999/mo	15% of ad spend (min. \$1,500/mo)
CONTRACT LENGTH (MINIMUM)	3 months	3 months	6 months
RECOMMENDED AD SPEND ³	\$1,000 - \$3,000/mo	\$3,000 - \$10,000/mo	\$10,000+/mo
CAMPAIGNS ⁴	Up to 3	Up to 6	Up to 15
CAMPAIGN TYPES	Search, Remarketing, Maps ads	Search, Remarketing, Maps ads, Performance Max	Search, Remarketing, Maps ads, Performance Max, Display, YouTube, Shopping and Demand Gen

SEASONAL CAMPAIGN PLANNING	2 seasonal campaigns a year (e.g., Black Friday, holidays)	Up to 5 seasonal campaigns a year with offer and timing plan	Full yearly calendar: festivals, holidays, local events and industry peaks, 60-day advance plan
LOCAL SERVICES ADS⁵	Setup / optimization, Google Verified support	+ Monthly lead, budget review	+ Weekly management and lead quality control
MICROSOFT ADS (BING)	Search campaigns imported, synced monthly	Full management: Search, Shopping and Audience Network	
GOOGLE BUSINESS PROFILE	Profile setup / optimization	+ Monthly posts and photo updates	+ Automated review requests, replies and Q&A monitoring
KEYWORD RESEARCH	Core keywords, negative list	+ Competitor research, monthly refresh	+ Full market analysis and weekly refresh
AUDIENCE TARGETING	Location, schedule, device	+ Remarketing lists, in-market audiences	+ Customer Match and custom segments

AD CREATIVES	6 images/mo for remarketing	12/mo: 8 images + 4 short videos	24/mo: 16 images + 8 videos (incl. YouTube ads) and channel setup
AD COPY	2 ad versions per keyword theme	3 ad versions per keyword theme	+ Display and video ad copy, monthly refresh
AD LANGUAGES	English	English + any 1 language (professionally translated)	English + any 2 languages of your choice (professionally translated)
LANDING PAGE	Audit + fixes done for you	1 custom web page with AI chatbot	Up to 6 custom web pages (1 per core product / service) with AI chatbot
A/B TESTING	Ad copy	Ad copy + landing page	Ads, pages, bidding and audiences
SPEND OPTIMIZATION	Weekly	Twice a week	Daily checks, changes as needed
CONVERSION TRACKING	Google Tag and GA4 setup, forms, calls	+ Enhanced conversions, AI tracking	+ Offline conversion import (real sales data)
LEADS INTO YOUR CRM	Email alert, Google Sheet	CRM integration, instant alert	CRM and AI follow-up (via fastest channel)

MISSED-CALL TEXT-BACK	—	Instant AI text when you miss a call	+ AI replies by text/call, books appointments 24/7 and leads are synced to CRM
EMAIL MARKETING	—	1 promotional email per month to leads and subscribers	Automated email sequences to leads and subscribers
MANAGEMENT	Monthly review	Review call every two weeks	Weekly review call and monthly strategy plan
REPORTING	Monthly report	+ Live dashboard	Live dashboard, weekly summary and monthly deep- dive
CONTACT	Email, Text	Email, Text, Call	Email, Text and Call, dedicated Project Manager

Free account audit before you pay anything

You own your Google/Microsoft Ads A/C, even if you leave

3-month minimum (6 on Scale), then cancel anytime

Zero markup on ad spend - you pay Google/Microsoft directly

Full transparency on every change we make

Upgrade anytime with Happiness Guarantee⁶



⁶REFUND POLICY

STAGES	REFUND
YOU'VE PAID, WE HAVEN'T STARTED	100% BACK
STRATEGY CALL DONE	75% BACK
CAMPAIGNS BEING BUILT	50% BACK
CAMPAIGNS ARE LIVE	NO REFUND