



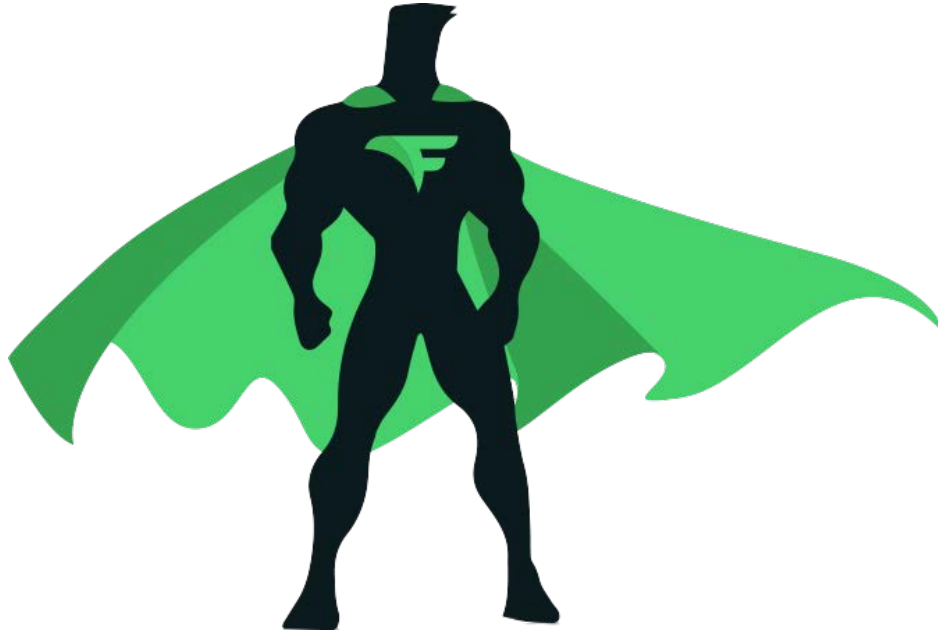
FLYING V GROUP

Pay-Per-Click Management

Flying V Group

(949) 940-8884

www.FlyingVGroup.com



"Marketing Heroes to the Rescue"

At the Flying V Group, we are known as a premier Search Engine Marketing (SEM) and Pay-Per-Click (PPC) management company. We have extensive industry experience in managing Google AdWords PPC campaigns with an excellent success rate. Our experienced team of dedicated professionals and campaign managers are ready to launch, deploy, and maintain your PPC campaigns effectively.

Pay-Per-Click Goals

GOAL 1 – Improve your ROI, effectively

PPC campaigns launched and managed by the Flying V Group are the easiest, smartest, and fastest solution that delivers immediate returns on your investment (ROI). Whether you are an SME or a large corporation, our team of campaign manager will have your PPC campaign up and running in no time.

GOAL 2 – Total Management of your PPC Campaign

We implement proven PPC methodologies to attract fast pre-qualified traffic to your website for targeted keywords. Our professionals also perform distribution and placement analysis for your website. This includes a list of costs for top placement on Google AdWords, Yahoo! Search Marketing, and other search engines for target phrases and its appropriate combinations.

GOAL 3 – Campaign Characterized by Intelligence

PPC management requires active monitoring, analysis, research, and extensive setup. Our campaign managers setup your PPC advertising campaign with all of the major PPC search engines and work within the stipulated monthly budget that you set. This ensures a higher ROI and conversion for your campaign.

AdWords and Bing Ads Process

Planning and Executing the Campaign

1. Complete analysis of the website or landing page is performed to maximize conversions.
2. Keyword research and categorization on the basis of exact, broad, and phrase match keywords is performed.
3. Structuring of PPC campaign along with the ad groups and keywords for obtaining and good quality score.
4. Creative and direct ad copy creation for every ad group with the objective of attaining the best CTR.
5. Filtering out advanced bidding and budgeting options.
6. Implementation of search and display campaigns.
7. Implementation of strategies, such as Ad Extensions, including phone extensions, site links, etc.

Managing the Campaign

We manage the campaign on a daily basis for an optimal result and higher ROI.

1. Daily bid management.
2. Filtration of negative keywords and weekly search queries.
3. Daily/weekly placement, as well as, display network optimization.
4. Ad creation on a weekly basis (as per the client's need) and testing it for improving CTR.
5. Keyword management, removal of non-performing keywords, and addition of new keywords.
6. Creation of a performance report on a weekly/monthly basis (where required).

Facebook PPC Management Process

Facebook Account and Campaign Setup

- Identifying your campaign goals before campaign setup.

Monitor Performance

- Weekly and monthly reports on ongoing campaign management.

Campaign Assessment

- Measuring results to keep improving the ROI on each dollar spent.








Analysis and Feedback

- Telephone and Email Support to provide constant feedback.
















Ad Creation and Demographic Targeting

- Our targeting abilities on Facebook include:
 - o Age
 - o Gender
 - o Location
 - o Education
 - o Interests
 - o Friends
 - o Connections
 - o Relationship Status
 - o Status Updates
 - o Likes
- Our Facebook PPC management ensures more clicks, more exposure, and more leads
 - o Improved Targeted Traffic
 - o Better Performance of Facebook posts
 - o Increased Click Through Rates
 - o More Activity on the App
 - o Promotion of Special Deals and Offers

















Account Setup

	Silver	Gold	Platinum
Google			
Bing			
Facebook			



















Campaign Setup

Keyword Research			
Ad Copy Development			
Bid Setup			
Landing Page Recommendations			
Implementation of Tracking Code			

Ad Optimization

Text Ads			
Image Ads		2	4
Remarketing Ad			
Interest-Based Ad			
Topic Targeting			
Placement Sites Targeting			

PPC Maintenance

Landing Page Optimization			
Creating New Landing Pages (recs)			
A/B Testing			
CTR Analysis			
Keyword Refinements (if required)			
Bid Refinements (if required)			

Reporting Techniques

Work Reports Weekly			
Weekly Campaign Performance Report			

Thank you!

*Contact us today to get started at (949) 940-8884 or
email us at info@FlyingVGroup.com!*