

PPC Process

techIndia
software

Your Reliable Web and Digital Partner





Pay Per Click Advertising

Pay Per Click advertising can be a highly effective method of website marketing. It places your business in front of a prospective customer at the exact time they are looking for your product or service. It provides one of the most cost effective and measurable forms of advertising for any business. Having just searched for your product or service they arrive at your site as pre-qualified leads not simply website browsers. This increases the chances of the individual enquiring about your service or buying your product. Pay per click advertising offers true transparency allowing you to measure the return on your investment. TechIndia Software have significant experience of developing, setting up and managing pay per click campaigns for clients – from large blue chip multiples to small SME's.

How Our Pricing Works

On the following pages you will find a breakdown of our monthly pricing for a range of different ad spend amounts. The amount of time your account will need largely depends on how much you are spending, so this pricing structure helps us to keep management pricing affordable for businesses of all sizes.

Always fair. Always affordable.

We make sure that every account under our management is optimized consistently, ensuring the best return on your ad spend. Years of experience mean we know what to expect, and how to make the right choices when it comes to improving your campaigns. PPC is an ongoing investment which should create results for your business both in the short and long term. We always strive to create long term relationships with our clients for this reason.

No lock in contracts. Only results.

We don't ask for 3-6 month minimum term contracts like many agencies. However, we do use a 30-day rolling contract which requires 30 days notice if you wish to end your service. For new accounts, please be aware a minimum of 3 months should be allowed for your account to perform optimally. This time frame is also suggested by Google.



What to Expect

Goals	Audit Assessment and Research	Action Planning Setup and Monitoring
Target Keywords Target Markets	Competitive Analysis	List the final campaign goal/Objectives.
Campaign Action	Study & Understand Products, Services and Solutions	Finalize the campaign plan & strategy, Target & Budget
Strategy Analysis and Re-planning		Campaign structure, Keywords, Ads text, Landing pages, conversion tracking.
Schedule actions items with accountability		Monitor & analyze traffic
Goal Report * Review Process		Optimize campaign, Tweek, Research, More Keywords and Optimize Landing pages and conversion rate.
Persistent Optimization	Optimizations We test, monitor, and optimize every ad to get the best results. Our specialists monitor and adjust your bids to maximize your ad spend.	
Report & Analysis	Reports are sent monthly, we show what matters to your business the most.	

Our Set-Up Strategy

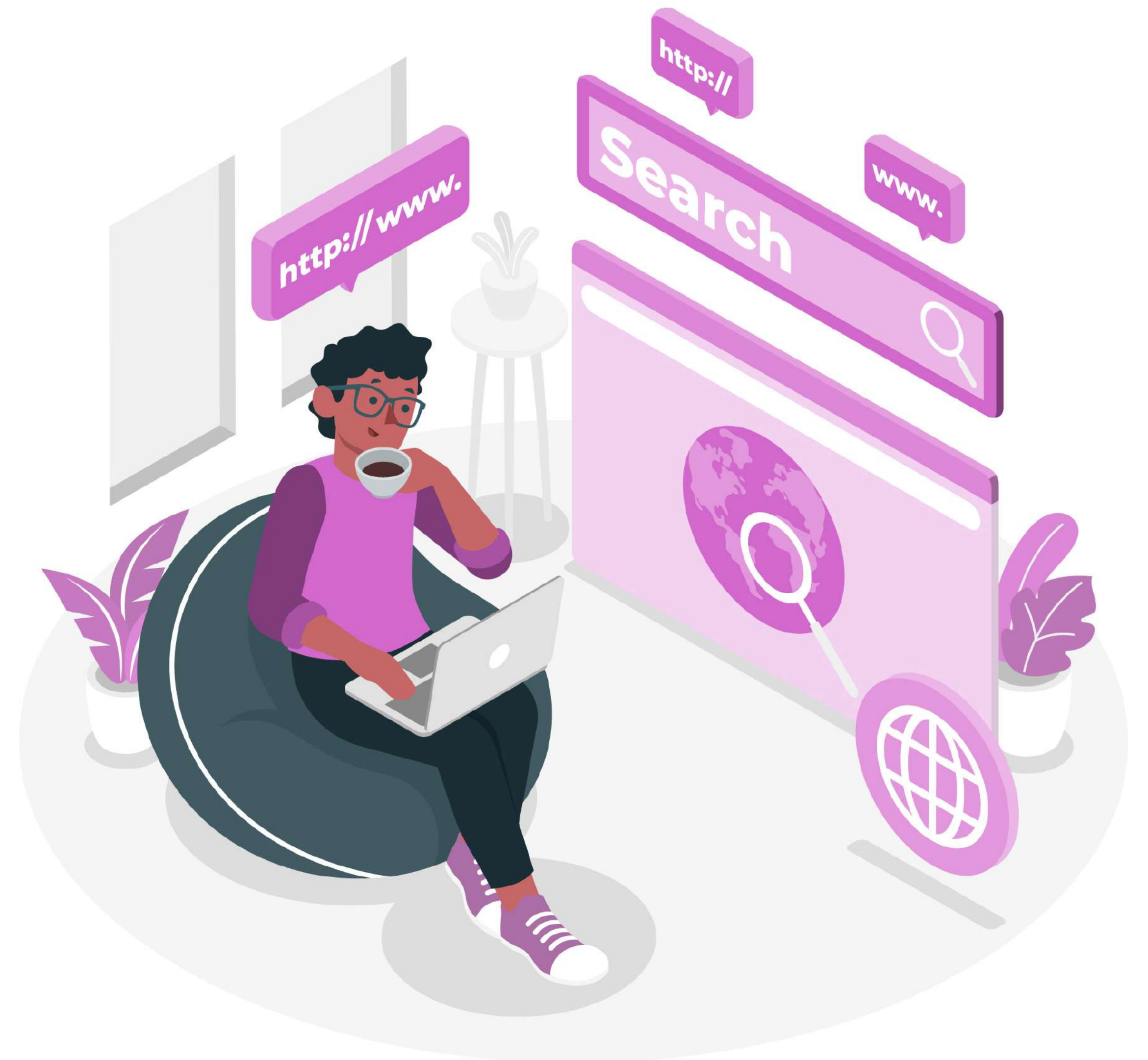
We will take any pre-established keywords and join them alongside our own keyword findings – this will create a master keyword list. Our keywords findings are gathered from reviewing your website, looking at your competitors and using a keyword tool.

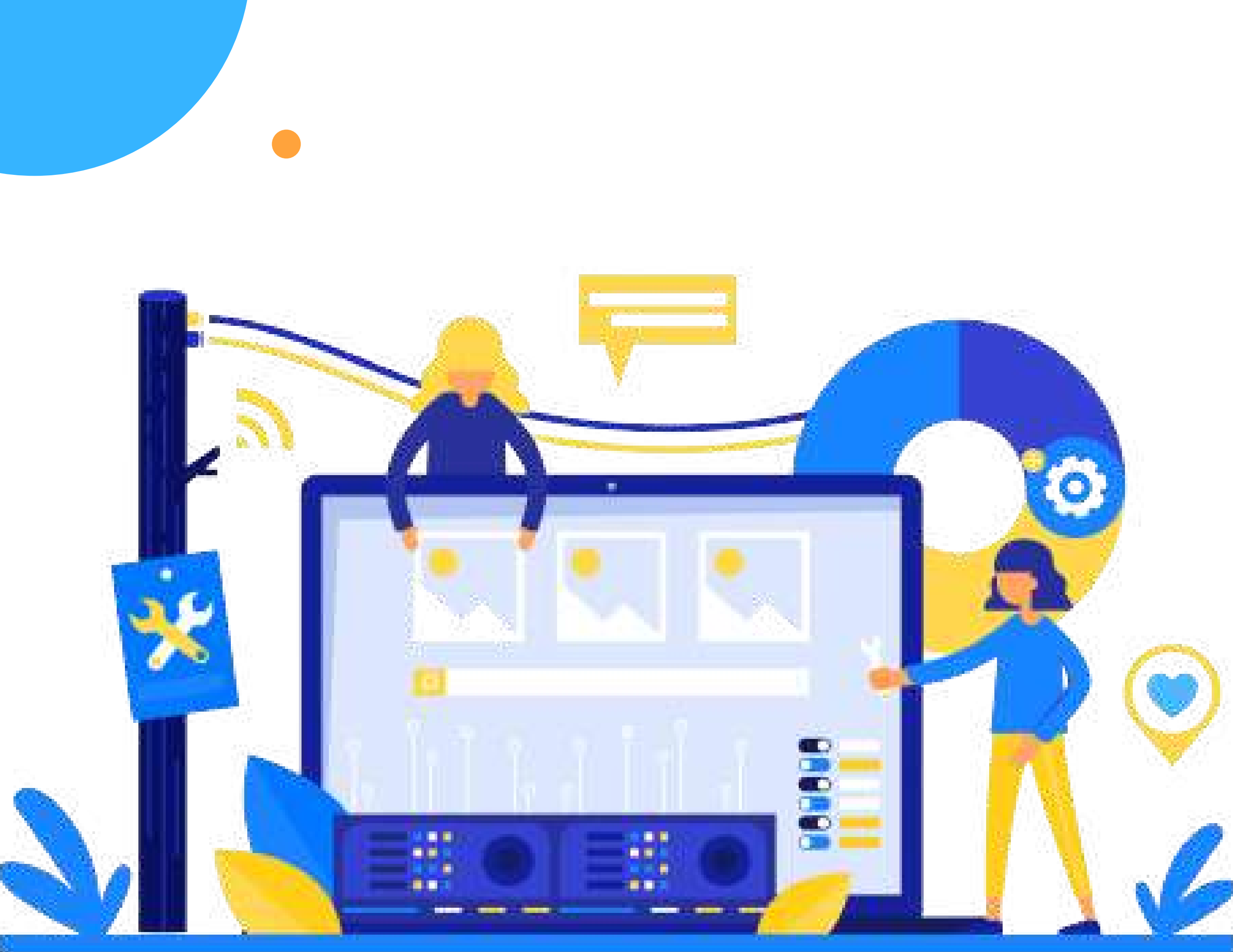
From this list (which may be quite large), a smaller focus list will be created and used to for the basis of the campaign set-up plus used to establish a realistic click budget requirement. The focused list will take into consideration search volumes both locally and nationally, bid cost levels and relevance to your website content.

Once a click budget is established, a ROI can be estimated and monitored.

Our reporting structure will give performance results across Clicks, Impressions, Click Through Rates, Click through costs and ROI. We also look at the session results within analytics.

From the report, we will advise what enhancements are recommended and advise on additional areas to be consider.





PPC Account Setup

We'll Give You The Best Start

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New Account Set Up Starting From \$100 More Details

The price of your account set up will depend on the size and complexity of account you need. If you are a small business looking to start with Ad words, you will likely need a simple account set up with 1-5 campaigns. A straightforward set up like this will usually cost between \$100-\$300.

For larger companies and those looking to start with services such as Google Shopping, set up can take longer and is more complex. A more time consuming set up will incur a higher cost and account set ups of this scale usually cost between \$300-\$750.

Please contact us for a quote:



Email:

sales@techindiasoftware.com



Phone:

+91 9560-272-206

BUDGET UP TO \$1000 PER MONTH

Basic PPC Growth Package From \$95

From \$95 per month get weekly account management and optimization to keep your campaigns performing at their best. This includes: advanced keyword optimization, cost analysis, search term reporting, ad optimization, and much more.

Super PPC Growth Package From \$150

From \$150 per month get weekly account management and optimization to keep your campaigns performing at their best. This includes: advanced keyword optimization, cost analysis, search term reporting, ad optimization, and much more. Plus an elegant, jargon free monthly report full detailed performance data.

Digital
Market

techindia
software

BUDGET UP TO \$1000-\$3000

Basic PPC Growth Package FROM \$125

From \$125 per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more.

Super PPC Growth Package FROM \$190

From \$190 per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more. Plus an elegant, jargon free monthly report full detailed performance data.

What Our
Clients Say

BUDGET UP TO \$3000-\$5000

Basic PPC Growth Package FROM \$225

From \$225 per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more.

ALAN MERCEY
Marketing Head

Super PPC Growth Package FROM \$270

From \$270 per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more. Plus an elegant, jargon free monthly report full detailed performance data.

BUDGET UP TO \$5000-\$7000

Basic PPC Growth Package FROM \$320

From \$320 per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more.

Super PPC Growth package FROM \$390

From \$390 per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more. Plus an elegant, jargon free monthly report full detailed performance data.

BUDGET UP TO \$7000-\$15,000

Basic PPC Growth Package AD SPEND 7%

For 7% total ad spend per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more.

Super PPC Growth Package AD SPEND 7.5%

For 7.5% total ad spend per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more. Plus an elegant, jargon free monthly report full detailed performance data.z

BUDGET UP TO \$15,000 OR MORE

Basic PPC Growth Package AD SPEND 8%

For 8% total ad spend per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more.

Super PPC Growth Package AD SPEND 9%

For 9% total ad spend per month get weekly account management and optimisation to keep your campaigns performing at their best. This includes: advanced keyword optimisation, cost analysis, search term reporting, ad optimisation, and much more. Plus an elegant, jargon free monthly report full detailed performance data.

Google Shopping

Google Shopping is a great choice for online retailers, or just about anyone looking to sell products online. Highly measurable results in real time mean you can make great returns even on tight profit margin products. Plus, with Google Merchant Centre, you can easily keep your inventory up to date.

From \$100 Up to 100 Products

From \$100 per month, get weekly Google Shopping campaign management including initial data feed optimisation, advanced product performance optimisation, search term reporting and much more.

Up to 500 Products From \$375

Need something else? Call us +91 9560272206

From \$375 get weekly Google Shopping campaign management including initial data feed optimisation, advanced product performance optimisation, search term reporting and much more. Plus, an elegant monthly report featuring all of the important data on your campaign and product performance.





Who We Are?

Mission

TechIndia Software mission is to help our clients build successful, profitable businesses through exceptional design and marketing.

Why to choose us?

TechIndiaSoftware is a India based independent design and Digital marketing agency. We are dedicated to helping clients develop their businesses and we achieve this by creating successful communication through intelligent design.

The team behind TechIndiaSoftware come from brand, marketing, communication and technology backgrounds. This broad mix of experience ensures that each new brief is tackled from a wide perspective. Regardless of client size our aim is to provide cost effective solutions to meet their business objectives.

Established in 2010.



Contact Us



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