

Andrew Berz Digital Marketing PPC/Adwords Package Pricing Detail

PPC Packages	Package 1	Package 2	Package 3
Minimum Duration	3 months	3 months	3 months
Suggested Number of Keywords	50	100	Unlimited
Ad Spend Budget	\$2,000/month	\$2,001-\$4,000/month	\$5,000+ per month
Monthly Fee	Min \$300 or 15% of monthly spend**	Min \$500 or 12% of monthly spend**	Min \$700 or 10% of monthly spend**

**the stars indicate whichever of these numbers is higher

Initial Estimate Report	YES	YES	YES
Landing Page Recommendation	YES	YES	YES
Unlimited Keywords	X	X	YES
Text Ads	YES	YES	YES
Conversion Tracking	YES	YES	YES
A/B testing	X	X	YES
Google Analytics Setup	X	YES	YES
Daily Campaign Management	YES	YES	YES
Mobile Ads	X	YES	YES
Gmail Ads (GSP)	X	YES	YES
Landing Page Optimization	YES	YES	YES
ROI Tracking	YES	YES	YES