

Google Ads Service Summary

• Aesthetic Marketers' Google Ads Service

Aesthetic Marketers' Google Ads specialists will drive your Google Ads campaign towards success.

• Why Google Ads

Google Ads is the most powerful advertising platform to boost traffic, collect more leads and increase sales.

- **Target Potential Audience**

Get in front of the potential audience when and where they are actively searching keywords related to your business.

- **Achieve Results Fast**

Quickly measure everything about your Google Ads. i.e. Advertising costs, Profits, Ad clicks, Website views, Landing page visits, Calls made to your business and any specific action completed via Google Ads within your business site.

- **Cost Effective & High Return On Investment**

Google advertising is low cost compared to other types of marketing. Without a doubt, it is one of the most cost-effective ways to receive a high ROI.

Our Approach to Google Ads Management

Our Google Ads certified team understands what it takes to develop great Google advertising strategy for your business. We highly focus on creating targeted campaigns that are cost-effective & profitable.

- **Research & Discover**

In the initial stages, we understand and research the client's business as much as possible, including its complexities, target audience and industry forecast.

- **Competitive Research**

Our experts will analyze your business, its industry and who the different players are in the market that is creating competition. We use industry-leading software SEMrush to research and analyze the digital advertising footprint of your competitor campaigns.

- **Comprehensive Account Analysis (Only for Running Accounts)**

Without an understanding of historical data and competitive analysis in Google Ads management, you can't drive a campaign to success. The most important asset available to us is your historical account data. Our Google Ads specialists focus on both aspects to meet your advertising needs and generating maximum results.

- **Build Strategy & Campaign**

Our research and analysis will jointly change into an effective PPC strategy. Our Google Ads specialists draft a complete action plan and strategies that will deliver the best results to achieve your business goals.

- **Optimize, Grow & Repeat**

Campaign Ads will be tested using A/B testing methods to determine which ads lead to the highest clickthrough and conversion rates. Our experts will make sure that your Google Ads campaign is properly optimized to achieve business goals.

Our Range of Google Ads Services

We offer a complete range of Google Ads Management Services.

- Google Ads Website Audit
- Google Ads Account Audit
- Advertising Research
- Competitive Analysis
- Search Network Advertising
- Local Search Ads
- Display Network Advertising
- Video Ads
- Google Shopping Ads
- Universal App
- Re-marketing
- Keywords Management
- Campaign set-up Only

- Ad copies creations
- Tracking
- Reporting, Analysis & Remarks

Our Google Ads Process

On Initiation:

- We send a briefing document for you to fill in.
- We will run a Google Ads audit to get an understanding for your specific industry's Google Ads particulars.

Campaign Setup

- Set up campaign parameters as per the brief.
- Create all content and send to you for review. This includes:
 - Ad groups and Keywords
 - Initial ad copies with split testing
 - Ad Extensions
 - Negatives
 - Images for display campaigns if necessary
- You review and approve.
- Final elements are set up, billing and go live.

Management

- Statistical reviews
- Ongoing optimization of ad copy, keywords selection, negatives, bids.
- Monthly reporting, including advice (around quality, score, etc).
- Implementation of new Google Ads features following your approval.

Why Choose Us for Your Google Ads Management

- Management

Being a reputed Google Ads service provider, we will ensure that you are connected with your customers wherever they are.

- Expertise

As a Google Ads management company, we have a team of highly skilled and experienced PPC consultants with years of hands-on experience in delivering good results. In addition, we have copywriting experts to produce high-impact ads.

- Stay Ahead of Your Competition

Our team continuously analyze conversion rates and identify gaps to ensure ad spend is invested in phrases showing a higher return on investment. This empowers us to keep your Ad campaign innovative and one step ahead of the competition.

- Stability

With an extensive, full-time staff and a strong track record in different internet marketing disciplines, we are the Google advertising agency you can rely on for as long as your payper-click campaign runs in an efficient manner.