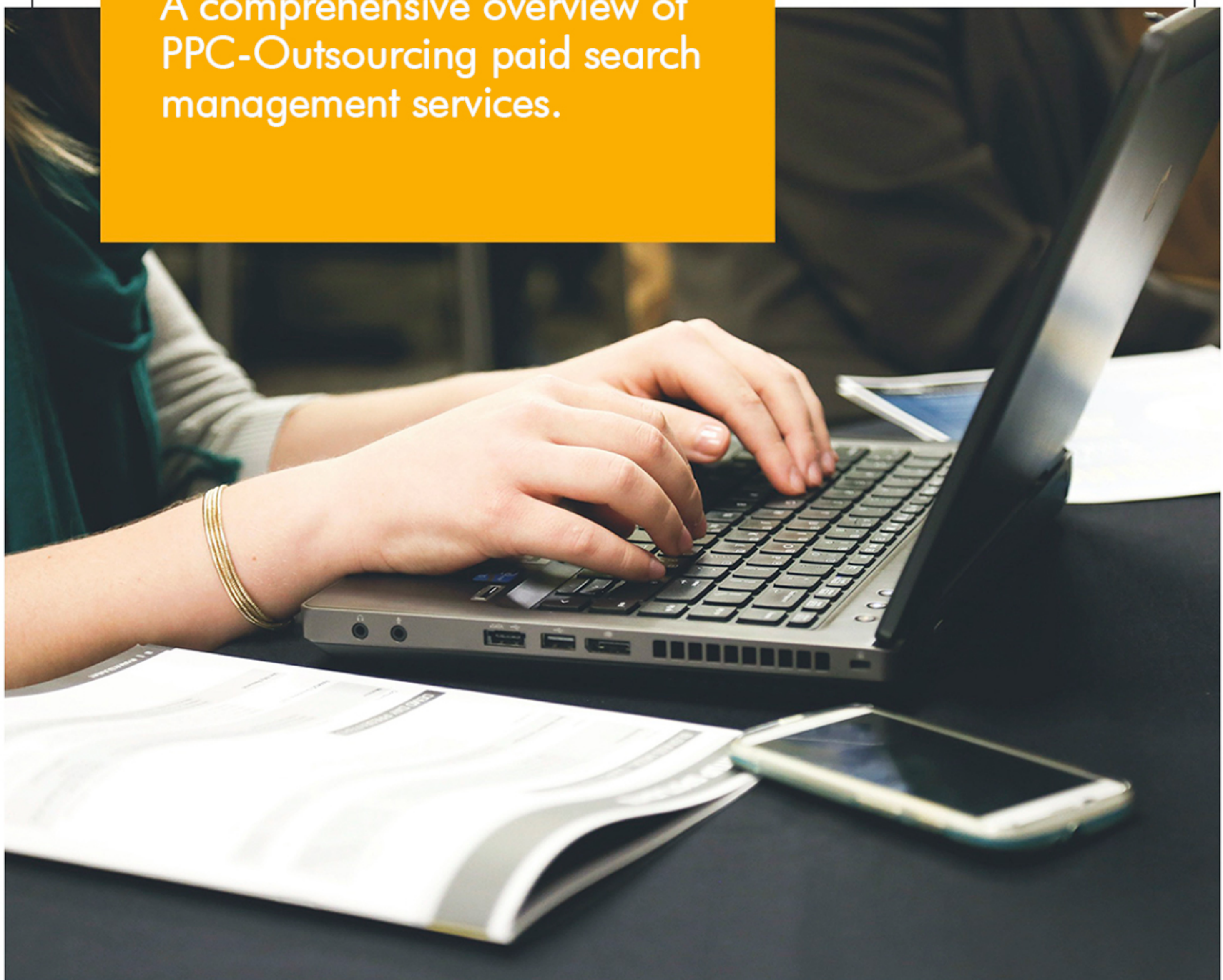


PPC Management Brochure 2022

A comprehensive overview of
PPC-Outsourcing paid search
management services.



Nothing but performance- Driven PPC management

PPC advertising, the most potent and the fastest digital marketing platform, reaches potential customers directly based on keyword search, and draws them to a website, assisted by a single click, unlike any other available avenues. In the real time, PPC leads consumers to a seller and begins the selling process, filling the gap that conventional marketing could not bridge. This unique attribute makes PPC the most sought-after marketing strategy in the age of the Internet. A PPC campaign, however, if not managed properly, can channel out significant money without creating much of traction.

We know for a successful PPC management, a keyword is not the only factor; statistical analyses, intensive keyword research, and meticulous planning -- all have their role that we align creatively to reap the rewards for our clients. By working on all these fronts, we ensure that our clients wield edge over competitors with our performance-driven PPC management.

Statistical analyses



We optimize PPC campaigns based on data and statistical analysis while keeping the conventional wisdom and gut feeling at bay, which gives clients quantifiable results. The insight provided by the data-based approach brings significant traffic, conversions and hence great returns on investment.

PPC-Outsourcing can be a partner to widen your digital presence and reach clients and consumers online employing our data-based approach in paid search in the display networks

be it



Our professionals can help you leverage other paid marketing channels

like



Intensive keyword **research**

A specific keyword still is the mainstay of any PPC campaign; however, in the recent past, long tail keywords have emerged as a way to circumvent the cost associated with a specific keyword, while providing great conversion rate. PPC-Outsourcing, with intensive keyword research, focuses on long tail keywords along with a specific keyword to design a campaign that offers the best results to the clients and provide better returns on investment.

Creativity, campaign setup, and **planning**

Creativity is a critical element, along with structuring of a set of relevant ad groups, in the designing of a relevant campaign that achieves high quality score and click rate constantly over time. To bring the best returns, we combine creativity and meticulous planning, with a focus on creating related groups of Ads and targeting the relevant keywords, to create a high-performance advertisement that reduces the expenditure on a campaign, while achieving higher conversion per dollar spent. Our approach includes creating a number of Ads and then measuring their performance to discover the best performing adverts. We believe in no compromises; nothing only the best work for us.



Transparent **communication**

We know how transparent communication helps forge a stronger bond with clients; therefore, we provide open communication channels with access to all campaigns, where clients can supervise or oversee how a campaign is designed, managed

and performed over time. Our dedicated team of PPC experts stays in contact with clients, communicating constantly the approaches employed to optimize campaigns in real time. With us, you can rest assured that only the best practices are used for PPC marketing while following the most up-to-date developments in the field.

Six Reasons to choose PPC-Outsourcing



01. Increased return on investment

As we employ a data-based approach while learning constantly from statistical insights, we have been successful in delivering great results to our clients with significant rise in traffic, leads, and conversion. Get great return on investment in the ballpark of 50 percent of your local cost with our PPC service.

02. Dedicated team of certified PPC professionals

We invest significantly in asset development by training professionals to reach the best in the world. We have over 70 certified PPC professionals who can competently leverage the local market to bring the great returns by tweaking and managing a PPC campaign with the same set of keywords. With us, you can be assured that only certified experts will manage the account; no trainees are involved in the entire process unless he or she achieves the proficiency.



03. Flexible contracts and competitive price

We know different clients have different requirements, and thus, we show flexibility in terms of working contract, and even offer short term contracts, if a client wishes. Moreover, our prices are unmatched in the industry among the PPC agencies that have served various verticals around the globe.

04. A Google certified company



As we are a Google certified PPC agency, we know what it takes to successfully manage PPC campaigns. We can help you identify the ad positions, deficiencies of copy, and the corresponding keywords that will deliver better performance of a campaign. We can help you find all the bottlenecks in your campaigns; be our partner and leverage our expertise.

05. Transparency

As we ensure transparency in running campaigns, while maintaining professional confidentiality for our PPC services, we have been successful in retaining our clients. Using a number of channels, dedicated campaign managers remain in contact constantly with the clients, updating them about the key performance indicators, along with the progress of objectives.



06. A Google partner

PPC-Outsourcing have earned the coveted Google Partner status by demonstrating our knowledge and expertise in Google Ads and Analytics, along with mobile site development. As per the prerequisites of the status, our PPC professionals keep themselves updated on the new developments in the industry. With our skill and expertise, we have helped an array of clients to achieve increased revenue and sustain growth.

Our PPC Services

- **PPC Management**

Our PPC management services, based on quantifiable results, follow a philosophy that a PPC campaign is not reaching its peak performance unless it brings considerable growth as well as profits to a client. To optimize conversion rates, our approach incorporates intensive keyword research and statistical insights, along with creativity. We regularly deliver measurable results, highlighting the key performance indicators and their performance, so a client can analyze the performance and accurately gauge the returns on investment. We provide clients with the unhindered access to the campaign and inform about the progress, and include them in making decisions when necessary.

• **White Label PPC**

We offer 100% white label PPC services, ranging from planning to set up to execution and management. Our full-spectrum PPC services, run by teams of certified and dedicated PPC experts with proficiency in managing focused and region-specific paid Ads, are capable of handling campaigns for businesses of all sizes and types. With our service, keep aligned with the latest trends taking place in the world of PPC campaigns. We have helped a number of consultants, Ad agencies or PPC firms to fill in the gap in the demand and supply, make us a partner to realize your business objectives.



• **Offshore PPC**

We deliver high-performance PPC campaigns to businesses of variable scale around the world; our offshore team can help you ride the online marketing innovations. Equipped with statistical competency and excellent communication skills, our offshore experts employ the best practices of PPC while bringing innovative ideas to provide distinguished results and returns. Our service comes with a dedicated team headed by a respective campaign manager, who communicates every step involved in the campaign, keeping clients abreast of the approach used and changes made in a management.

• **PPC Audit**

Our PPC audit service can help you revive the slumping performance of an ongoing campaign. With us, you can learn about the factors that are blowing the winds out of a PPC campaign, as our audit can pinpoint deficiencies and highlight the aspects that require mitigation steps, which are important for eliminating the limiting factors. Our audit services also help to gauge influence of a campaign on the target audiences, along with the valuable information that comes handy in designing campaigns that are more successful.



• **Google Ads**

As a Google certified company, we have teams of certified professionals with unmatched competency in Google Ads, who can optimize paid search campaigns to bring great returns on investment. Many independent consultants, small digital marketing companies, as well as traditional advertising agencies, have leveraged our Google Ads expertise and scaled up your capabilities. We can provide the expert navigation of Google Ads system that focuses on generating profits by inducing conversion and sales.



- **Google Shopping Ads**

Our Shopping Ads service helps online retailer or businesses to endorse and promote inventory on the search engine ecosystem. With our customized and targeted service, we have had helped an array of online businesses to reach relevant shoppers and draw qualified leads. As the shopping Ads is a niche service, only a few agencies have mastered it, and we are proud to be a member of that exclusive club. Our specially trained experts, equipped with designing professionals, can help you generate extraordinary ROI.

- **Remarketing Ads**

With our premium remarketing ads services, online businesses of different scales and verticals, can reach and draw potential customers who previously visited the online store but did not buy. As remarketing ads involves retargeting and reminding consumers of the products and services, it gives the business an avenue to cut the investment and boost ROI. We have helped many online businesses to make the most of the latest and advanced Internet marketing strategy.



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