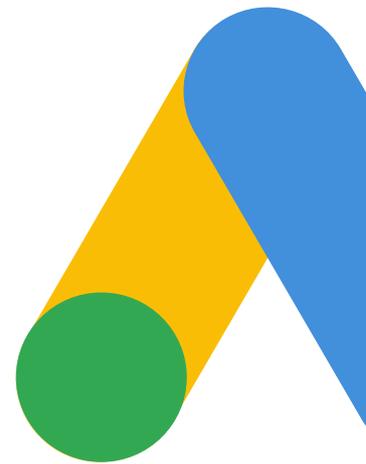




Scottish Provincial Press GOOGLE ADS



With over 85% of global online searches completed on Google, it's the ideal online advertising platform to help you generate more leads for your business.

Google is the world's largest search engine, so when it comes to pay per click (PPC) advertising, Google Ads is the de facto choice for small and local businesses wanting to grow their business.

Google Ads have the potential to deliver targeted leads to your business, giving you the opportunity to convert more prospects into sales. Whether you're new to Google Ads or are looking at how you can get a better return on your existing Google Ads investment, we have put together a range of options to suit your needs.

Feature list

Our industry's leading Google Ads platform ensures real-time bidding and Google Ads Campaigns that deliver exceptional ROI to businesses all over the world.



Our best practices on Campaign Management and optimisation ensures your campaign is up and running professionally and efficiently and delivers the best possible results for you.

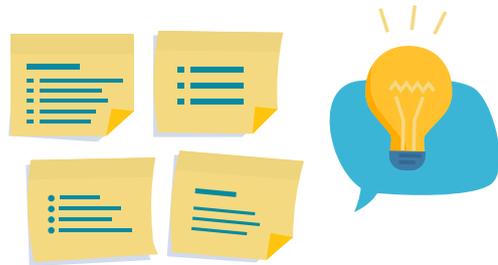
Budget management and hourly bidding ensure every campaign delivers maximum results. We monitor and manage your bids to ensure you're always getting the best possible Click Through Rates (CTR), conversions and best possible Return on Investment.



Multiple ads created using our comprehensive library of best performing ads ensures the best ads are always on and always working for you. Our on-going testing of ad headlines, ad text, calls to action and different messaging is all handled by our Google Ads experts to ensure your ad is always performing at its best.

Feature list continued

Our Campaign managers continuously monitor and refine your **keywords list** (both positive and negative keywords). This ensures your ads are always delivering as cost effectively as possible in order to get the best possible results.



Conversion tracking shows you what happens after a customer interacts with your ads – whether they purchased a product, signed up for your newsletter, called your business, or downloaded your app. This lets you see which keywords, ads, ad groups, and campaigns are best at driving valuable customer activity and helps you understand your return on investment (ROI) and make better informed decisions about your ad spend.

We **integrate your Google Ads with Google Analytics and Google My Business**. With Google Analytics Integration, you will be able to see beyond just clicks, likes and shares of your Ads. You will be able to track and monitor how your customers behave once they are on your site, including if they added a product to a basket, looked at a particular landing page, or even generated revenue and leads as a result of your Ads.



The real value in using Scottish Provincial Press is the **dedicated Account Management and Reporting** that you receive. Real-time Dashboards access, and daily monitoring of your adverts plus weekly calls all ensure you're set up for a successful campaign.

Google Ads Feature Summary

	ESSENTIALS	ESSENTIALS PLUS	ACCELERATOR
Length of campaigns	3 months	6 months	12 months
Campaign set up and management/optimisation	✓	✓	✓
Bid and budget management	✓	✓	✓
Text ads creation	✓	✓	✓
A/B testing of ads within campaigns	✓	✓	✓
Keyword research/optimisation	✓	✓	✓
Conversion tracking	✓	✓	✓
Google Analytics integration	✓	✓	✓
Account management, dashboards and reporting	✓	✓	✓

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