



### PPC Management Form

Contact Information	
Name of Your Organization:	
Website:	
What is Your Name?	Email:
Phone:	Alternative Phone:

Do you have a Google AdWords account?		
Do you have a Google AdWords account?	Yes	No

If yes, please provide an AdWords Client ID/Account Number: \_\_\_\_\_  
 (Example of AdWords Account Client ID: 438- 261- 2283)

If no, Mrkt360 will create an account for you

### Campaign Goal

Please select your main campaign goal that you want us to achieve with the given budget. In case your main goal is not listed below, please specify it in the empty field under the Goal column.

**Increase Clicks within provided budget\***  
 Ability to apply a mix of search, content and remarketing campaigns.  
 Mrkt360 selects campaign keywords and ads to achieve maximum clicks increase within provided budget.  
 - *Keyword positions and keyword preferences are disregarded.* -



**Increase Sales or Leads within provided budget\***  
 Mrkt360 selects campaign keywords based on search volumes found for locations covered by the campaign. In order for Mrkt360 to optimize the campaign for best conversions we require sales/leads tracking such like Analytics.  
 - *Cost per click, keyword positions or other metrics are disregarded.* -



**Top 3 Positions\***  
 Mrkt360 bids for 1st three positions. We will optimize campaigns to the best of our ability but the client must accept industry cost per click and possible budget increase.  
 - *Number of Clicks, Sales/Leads, Cost per Click as well as Cost per Sale/Lead are disregarded.* -



**Decrease Cost per Click for given keywords\***  
 Mrkt360 will test different ads to lower cost per click while getting same amount or more clicks

Geographic Targeting			
Country	State/Province	Country/Region	City/Town


**Examples:**

*USA and Canada (Country Wide), or USA: Maryland, Rockville (town of Rockville in Maryland State, USA)*

Product (s)	
Product Name	Description

**Examples:**

*MD810 - Digital Compound Microscope with Built-in Camera, or Caitlyn Sofa – Black leather, 6-seater couch/sofa.*

Service (s)	
Service Name	Description

**Examples:**

*Bad Credit Auto Loans - \$1,500-\$50,000 car loans for people with poor to above average credit history (no bankruptcy or consumer proposal), or*

*Power-Daily Cleaning Service Package - includes trash removal, basic bathroom cleaning and spot checking floors in addition to the vacuuming of carpeted floors, sweeping and mopping of the floors, light dusting of all surfaces.*

Point of Sale	
% of Sales	Point of Sale

Please specify where a sale occurs. Ex. online, in- store, over the phone, customer's location, other, etc.

Target Market	
Organization: Corporation and/or Government	
Consumer: End Product User	

If Consumer was selected, please fill out the following form:

Gender	%	Age	Income	Education	Marital Status

**Examples:**

*Female (100%), Male (0%); Age (35-65); Income (\$25k - \$70k); Education (College, University); Marital Status (Divorced, Separated), or Female (30%), Male (70%); Age (35-65); Income (\$30k - \$100k); Education (All); Marital Status (All)*

Business Hours						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

This is to determine when your ads are to appear online. In case you desire for your campaign to be on at all times, please put in 24 hours.

**Examples:** Monday 7am-6pm, Tuesday OFF, Wednesday 10:30pm – 4am, Saturday 24 hrs, etc.

USP (Unique Selling Proposition)	
Product/Service	USP (Unique Selling Proposition)

List your advantages over your competitors, and/or Product/Service benefit(s), and/or Special Offers/Discounts/Incentives.

Please keep it short as possible. Please specify all possible USP's you can or currently offer.

**Examples:** Free Shipping within USA, 30 Days Money Back Guarantee, 25 years Warranty, Special - \$25.99 (industry standard - \$40), Price Matcher, Free Estimate, 20% OFF, etc.

Accreditation/Certification	
Name of Organization	Rating Score/ Description (if available)

Does your company/organization/institution possess any well-known industry certificate(s) or accreditation(s)?

**Example:** BBB A+, or ISO 9000, or Certified Accountant, or Customer Awards of Excellence 2009

Comments and Suggestions(optional):





