











Online Marketing & Advertising Analysis

Google Ads Account Audit	\$295 one-time fee
facebook ads Account Audit	\$295 one-time fee
80/20 Marketing Analysis <ul style="list-style-type: none"> Google Ads, Facebook Ads, Bing Ads, & any other PPC Account Audit Landing Page & Sales Funnel Audit 	\$495 one-time fee (Regular Price: \$750.00)
Account audit and marketing analysis fees can be applied as a credit towards Startup Fee below.	
"Beat Your Control Ad" Brainstorming Breakthrough Ad Writing	\$295 per brainstorming session (~50 New Ads)

Online Marketing & Advertising Services

Online Advertising Account Management	Basic	Premium <small>MOST POPULAR</small>	Ultimate
80/20 Overview & Detailed Monthly Conversion Reporting	✓	✓	✓
 Proven Results Advanced Conversion Tracking Integrated Code And Logic system	✓	✓	✓
      	✗	✓	✓
Website Conversion Rate Optimization & Split Testing	✗	✗	✓
Startup Fee Adding your company into all of our systems, setting up our proprietary Proven Results Advanced Conversion Tracking Integrated Code And Logic system (details on next page), setting up monthly conversion reporting, etc.	\$1500 one-time fee	\$1500 one-time fee	\$1500 one-time fee
Flat Rate Management Fee <ul style="list-style-type: none"> Fees charged by advertising networks not included & paid separately by you If percentage of ad spend is greater than flat rate, then percentage fee applies instead of flat rate 	\$1100 bi-weekly	\$1200 bi-weekly	\$2000 bi-weekly

Approximate Monthly Total Ad Spend	Percentage of Ad Spend Management Fee (Paid Bi-Weekly)
\$12,000 - \$30,000	20% of ad spend
\$30,000 - \$50,000	17% of ad spend
\$50,000 - \$70,000	14% of ad spend
\$70,000 - \$90,000	11% of ad spend
\$90,000 - \$110,000	8% of ad spend
More Than \$110,000	5% of ad spend



Terms & Conditions

- For businesses with regional or nationwide markets, or large cities with a population greater than 100,000 people
- Unpaid invoices or non-sufficient funds result in ad campaigns turned off
- We do not require written contracts and you can cancel our services at any time with 1 month of written notice
 - Our best customers stay with us for years because they love the results they get from us, not because they are locked into a contract

Details

- Google Ads, Bing Ads, LinkedIn Ads, Facebook Ads, Instagram Ads, Twitter Ads, and AdRoll accounts
 - Strategic allocation of budget across the ad networks that are relevant for your product or service
 - Unlimited campaigns
 - We don't put limits on the number of campaigns in your pay-per-click accounts
 - We use the ideal campaign structure and cross platform strategy to achieve your marketing goals
- Proven Results Advanced Conversion Tracking Integrated Code And Logic system (P.R.A.C.T.I.C.A.L. system)
 - Proprietary system that integrates our customers' websites, online ad accounts, & traditional offline advertising, and our optimization & reporting tools
 - Online & offline advanced conversion tracking
 - Includes tracking & optimization of the following:
 - Website conversions
 - Contact Form Completions, Quote Requests, Consultation Applications, Email Link Clicks (Taps on Mobile), Website Chats, Video Views, Website visits & conversions from offline advertising, and more
 - Phone calls
 - Calls from Ad Extensions, Call Only ads, Phone Number Clicks on Website (Taps on Mobile), Manually dialed calls from viewing phone number...
 - Online: Website, Google My Business listing, Facebook page, and any other online sites
 - Offline: Business cards, Brochures, Magazine ads, Outdoor signs, and any other offline advertising
 - Tracking & tagging high quality phone calls
 - Visits to physical locations (beta)
 - Store Visits, Dealership Visits, Hotel Stays, Trade Show/Conference Attendance, etc.
 - 80/20 Overview & Detailed Monthly Report emailed to you each month

Ownership

You own everything that we build or set up for you, except for our proprietary advanced conversion tracking system. We have spent years refining this and continuously improve it. It's one major reason why we have a competitive advantage over other agencies.

The intelligence generated from our system is only used for our active customers. Our agency reserves the right to deploy this system for our active customers and suspend this system for inactive or former customers.

Everything else is set up in your name and you are the full legal owner of your online properties, just like physical properties in the real world. We manage your website & online advertising accounts and we get access to do what we need to do. You have full administrative access to everything immediately and you maintain full control, even if you choose not to continue working with our agency in the future.

We have seen too many unethical freelancers and agencies hold their customers' websites & online accounts "hostage". The business owner didn't have full access and they were locked out of their own accounts. Regardless of whether you decide to work with our agency or another one, please make sure that everything is set up in your name and they are your accounts; not in the agency's name, which means they are actually the agency's accounts.

Competitors

We only work with one company in each industry in the area they serve, so you don't have to worry about us working for your competitors at any time you are our customer. Our team is dedicated to working exclusively with you. We are fully committed to you and to making your business the dominant company in your market.