

Digital Advertising, PPC Strategies, Processes and Fees





Since 2007 The School Agency have been established in the region servicing clients digital advertising requirements.

We help deliver successful PPC advertising campaigns to all industry sectors in the UAE. Activities include platform setup, drafting campaigns, daily monitoring and adjusting according to results to optimise client's monthly media traffic budget.

We offer clients regional experience, support, and expertise necessary to maximise your Pay Per Click media budget.

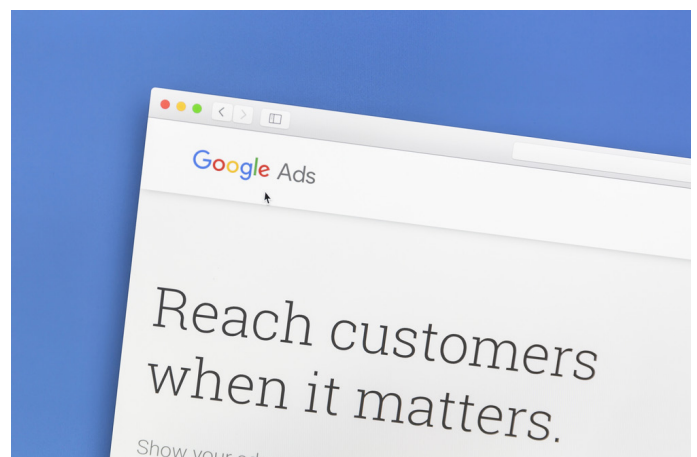
Dependant on media budgets we meet to understand fully the client's business and objectives to workout and execute a custom digital plan to maximise results. We look at the client's online brand presence, their USP's and specific goals. These will all be assessed prior to developing a campaign proposal. The School Agency will identify and implement the most appropriate plan by assessing each platform and suggest new opportunities when available and appropriate. Staying on top of each platform's constantly evolving filter settings, competitors' changing bids and media budget restrictions requires ongoing attention.

The School Agency will track the effectiveness of your Ad campaigns and make results/performance-related edits to improve effectiveness, while discussing and reporting the results back to you.

By understanding the many factors that contribute to effective PPC advertising, The School Agency makes it easy for Dubai based businesses to capitalize on this growing online advertising landscape.

Overview of our services:

- Ongoing PPC Strategy Development
- Continued Platform settings updates
- Continual Bid & Position Monitoring to Achieve Desired Results
- Ongoing Keyword Performance Analysis, (Additions & Deletions)
- Ongoing Ad Copy Analysis and Testing
- Continued Conversion Tracking Analysis
- Detailed PPC Reporting & Analysis





OUR REPUTATION AND CREDIBILITY

Your PPC strategy is continuously monitored and Ad campaigns adjusted according to results in order to achieve the best possible ROI for your online budget.

By choosing The School Agency as your PPC media management agency you are assured of a high level of commitment and attention to detail which is not always common in this regional market.

We have the necessary experience and expertise setting up client's digital campaigns and quickly responding to platform (filter) changes, monitoring what does and doesn't work and adjusting accordingly.

Complete transparency is at the core of what we do, we also make sure the accounts once set-up remain with you and your business.

The School Agency offer a 30-day money-back guarantee if for any reason you are unsatisfied with our service.



Google
Display Network

Google
Adwords



PROCESS

Step 1: **Client/Business Audit (analysis) and platform set-up**

Select platform (AdWords, Google Display Network, Facebook Ads etc) as each platform has different settings we need to apply client's details into each platform prior to activating a campaign. Our processes (listed below) which is based on a check list of testing and analysis and subsequence adjustments based on results.

We Gain a Complete Understanding of Your Business with Regard to PPC

A Website Review & Consulting for PPC Success

A Complete Analysis of Your PPC Advertising History (if applicable)

Set Initial Expectations and Specific Campaign Goals

Develop Initial PPC Strategy with Appropriate Features from Each Platform

Design and Build Effective, Organized Campaigns Using Our PPC Best Practices

Perform Comprehensive Keyword/Negative Keyword Research and Selection

Use of Proper Keyword Categorization, Matching Options and Ad Group Development

Write Effective Ad Copy and Create Multiple Ads per Ad Group for Testing

Identify and Implement most Appropriate Ad Extensions

Use of Budgeting Tools Accordingly to Avoid Missing Valuable Traffic

Set Proper Ad Timing and Geographical Targeting

Guide Proper Tracking Code Installation for Google Analytics and PPC Conversion Tracking

An understanding of your business goals with our experience of PPC helps create effective and targeted campaigns as apart of your PPC strategy.



NEW CLIENT AUDIT

Our process begins with a new client audit, to learning about business goals, past experience, competition, and any usps.

We then start the process of getting your accounts ready to launch based on the agreed strategy and goals.

Includes:

keyword research (also negative keywords), keyword grouping, placement copy-writing for multiple ads in each group.

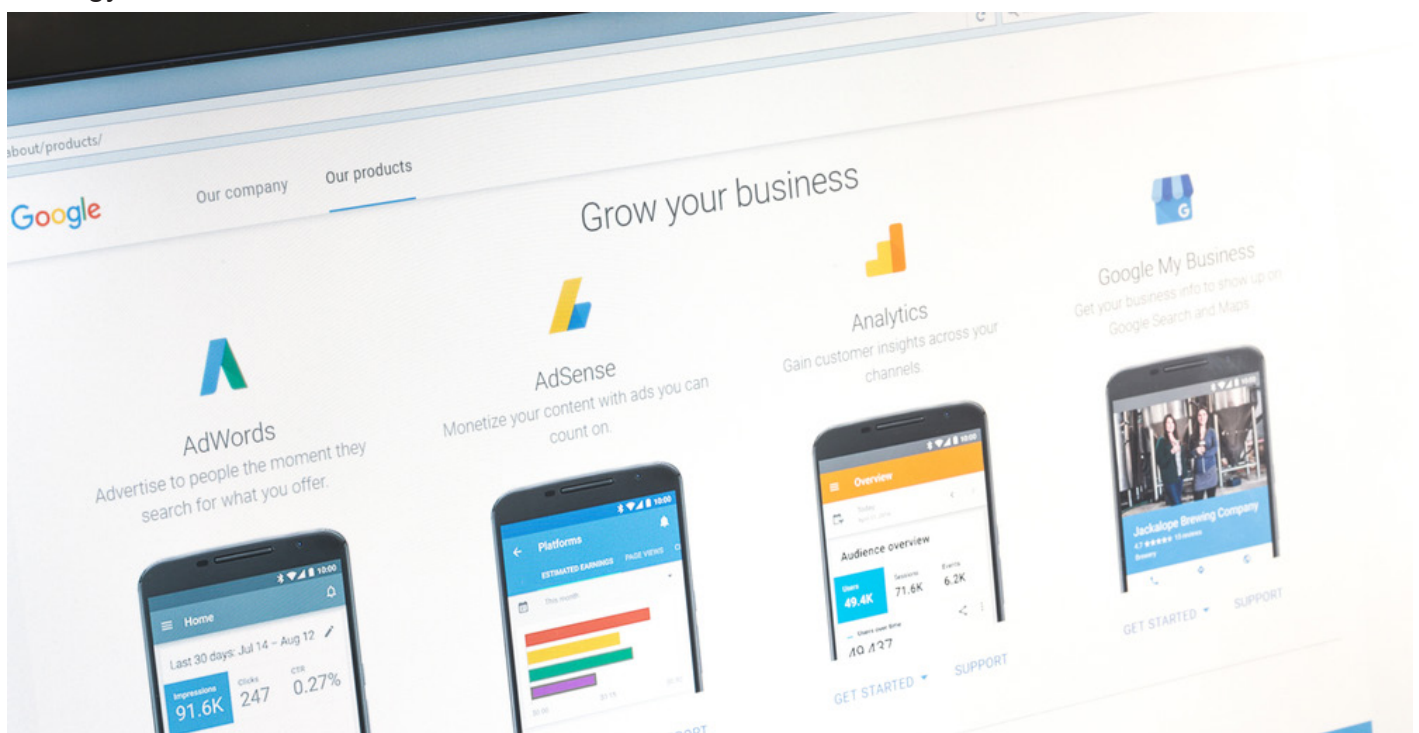
Platform using full settings to maximize results demographically.

Budget monitoring.

Step 2: Ongoing monitoring and account management

After your platforms are set-up and your PPC advertising accounts are activated we will monitor results, adjust bids to maximize ROI, refine the strategy as needed and keep accounts up-to-date by making valuable ongoing modifications.

As the PPC platforms continue to evolve, your results will depend on adapting to ongoing changes. Our job is to recognize and respond to any changes that could impact your PPC investment or strategy.





SCOPE OF WORK:

1. Setup and Run Campaign.
2. Regularly monitor ongoing campaign, analyze campaign and do necessary amendments as per requirement.
3. Prepare monthly report and follow the report.

Tools used:

Google adwords

(Google) DoubleClick Studio





OUR COSTS

After your first month, management service is billed on a month-to-month basis.

1. Setup Fee: **AED 2000/-*** which includes

Keyword research, finding right keywords for adwords, analyzing keywords, analyzing competition, creative Ad option(s), action plan for 3 months.

Monthly Media traffic Budget*
(Paid to Provider)

Monthly
Management Fee

Up to AED 10,000

= AED 1,750

AED 10,000+ 17.5% of total amount spent

** Paid directly to the advertising platforms*

