

Why Should You Invest In PPC Packages?

Budget Control

There is absolutely no minimum investment required to create a Google Ads account or run a Google Ads campaign. When you start advertising on Google, You have full control over your budget as you can increase and decrease your ads spend according to your PPC budget.

Analytics

You can thoroughly analyse the success of your Google ads campaign with the help of analytic tools. You can also determine the number of clicks on your Google ads, about the users that clicked on your ads and much more.

Intent

Audience with an Intent is likely to search on Google. Therefore, it provides a platform that gets you connected directly to the target audience through Google ads marketing in India.

How Much Should You Spend Daily On Google Ads?

It's always better to ask yourself how much budget you can afford. But here we would like to help you to understand how to know the estimated cost to advertise on Google.

As stated above that keywords affect the cost of a Google ads campaign so you can ask the company for the number of keywords you are going to select for your PPC campaign. You can check the CPC on those selected keywords and add the agency pricing they are going to charge to manage your PPC campaign.

For Example: If you have an ad where Max CPC is 25 INR and you wish to get 100 Clicks Per Day then the daily Google Ads budget would be:

25 INR X 100 Clicks= 2500 INR Per Day and 75000 INR per month.

Our Google Ads Management Services Include:

- A complete examination of the site.
- Keyword research is performed.
- PPC campaign is arranged to obtain a good quality score.
- Creation of creative ad-copy for every ad group with the objective of attaining CTR.
- Search And Display Ads Implementation
- Implementation of extensions to add functionalities.
- Bid Management.
- Filtration of negative keywords and weekly search queries.
- Creation of monthly progress reports.

Basic
PPC Packages

20,000 INR/Monthly

- Campaign – 1
- AD Groups – 2
- No. of Keywords-50
- Search Ads
- Conversion Tracking

- **PPC CAMPAIGN MANAGEMENT**
- Competitor Analysis – Yes
- Keyword Optimization – Yes
- Ad Copy Optimization – Yes

REPORTING

- Reports – Monthly
- Support – Email, Chat

Advanced
PPC Packages
30,000 INR/Monthly

- Campaign – 2
- AD Groups – 6
- No. of Keywords-100
- Search Ads
- Display Ads
- Video Ads
- Conversion Tracking

- **PPC CAMPAIGN MANAGEMENT**
- Competitor Analysis – Yes
- Keyword Optimization – Yes
- Ad Copy Optimization – Yes

REPORTING

- Reports – Monthly
- Support – Email, Chat