

The Loca Ledge Cafe

Search Engine Marketing Proposal

Proposal Details

Campaign Primary Focus: Cafe

Campaign SE Spend: \$2,000 per month

- If monthly budget allocation not utilized budget rolls over to subsequent month
- Spend will never exceed campaign allotment without prior written approval
- Budget paced with objective of keeping client live all month

Customer URL*: www.localedgecafebuffalo.com

Geographic Target: Buffalo NY, Williamsville NY, Amherst NY, Clarence NY, Tonawanda NY and Kenmore NY

Search Engine Targeting: Google, Yahoo & MSN / Bing

Expected Delivery Details

Positioning: Top 5

Expected CPC: \$2.25 - \$3.10

Expected Monthly Traffic: 400 – 500 visits per month

Available Spend Per Month: \$5,000- \$6,000

Total Clicks Available: 150 – 300/month

Management Fee: (Based on Bundle Sold)

Landing Page: \$\$ / Month

Total Monthly Investment: \$ / month

Setup Fee: \$\$ / One Time



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www.YourBusiness.com

Site functions in proxy
DA –JW
Ticket Number:

The Campaign Process

How We Do It

1. First step is to determine your Business and the Markets to advertise in.
2. Second step is to break down those markets into individual focuses called "ad groups."



3. Third step is to carefully assemble a keyword list based on your business and market traffic.

Your Potential Ad Groups

- ▶ Gourmet Coffee
- ▶ Lunch
- ▶ Specialty Tea
- ▶ Breakfast
- ▶ Branding

Your Potential Keywords

- ✓ Gourmet Coffee Shop
- ✓ Lunch Specials
- ✓ Specialty Tea
- ✓ Breakfast Meals
- ✓ Imported Tea
- ✓ Old Fashioned Breakfast
- ✓ Sandwich Menu
- ✓ Gourmet Cafe
- ✓ Hot Tea
- ✓ Breakfast Combos
- ✓ Iced Coffee
- ✓ Cup of Coffee
- ✓ Breakfast Specials
- ✓ Buffalo's Best Coffee
- ✓ Loose Leaf Tea
- ✓ Lunch Menu
- ✓ Made to Order Tea

Customized Ad Creation



[The Loca Ledge Cafe](#)

Come in Today for the Best
Gourmet Coffee in Buffalo!

www.localedgecafebuffalo.com

- 25 Characters For Title
- 70 Characters for Body Text
- 35 Characters for URL

Timeline – Next Steps

- Approve Budget and Agreement
- SEM Analyst
 - Prepares On Boarding Overview
 - Creates Initial Landing Page(s)
 - Secures URL for Landing Page
- On Boarding Call & Introduction of Digital Analyst
 - Adjust campaign structure based on client feedback
 - Adjust Landing Page
- Campaign Launch
 - Provision campaign with 3 major search engines
 - Upload budget model and pacing parameters
 - Secure tracking line(s)
 - Daily/Weekly review of campaign performance over first 30 days
- During first 30 days after Launch
 - Daily / weekly review of campaign performance
 - Testing various tracking mechanisms
- 30 Days After Launch
 - Reporting & Executive Summary Prepared & Sent
 - Campaign update – Client, AM & Digital Analyst
- 60 Days After Launch
 - Reporting & Executive Summary Prepared & Sent
 - Campaign update – Client, AM & Digital Analyst

5 Reasons to Partner With Us

Credible

- Strategies utilized by other national media companies when fulfilling customers local SEM needs

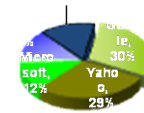


Expertise

- Over 7,000 current campaigns under management
- Combination of technology & trained search professionals maximizing client results
- Ongoing review of program with your account team to ensure program exceeds client expectations

Exposure

- Campaigns on top search engines
- Placed where your potential customers can find you
- Lower CPC & optimized conversions



Customization

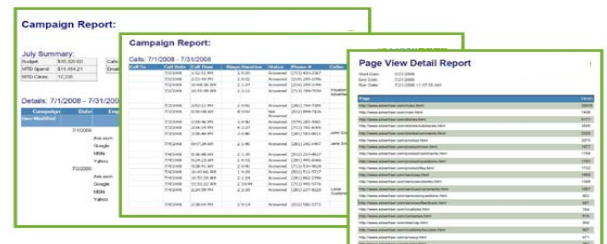
- Campaigns designed around ad group level to improve quality score, lower CPC and maximize exposure & conversions
- Geo Targeted campaigns so you are found when searched locally
- Text ads designed at Ad Group level
- On going testing and optimization
- Ability to adjust based on trends in your industry



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Reporting Transparency

- Detailed reporting of clicks, calls, e-mails and site visits using site proxy technology
- Reporting to key word level
- Full visibility into cost of keyword & management fee



Digital Marketing Circle



We offer an entire suite of digital products. Our goal is to get your business seen as often as possible, in as many places as possible. Did you know, as an SEM advertiser you can add:

- A Search Engine Optimization package for as little as \$XX p/month?
- A Social Media Marketing package for \$XX p/month?

Ask your Online Media Consultant for more information!

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