



Hello,

Thank you for considering BornHI for your PPC (Google Ads) needs.

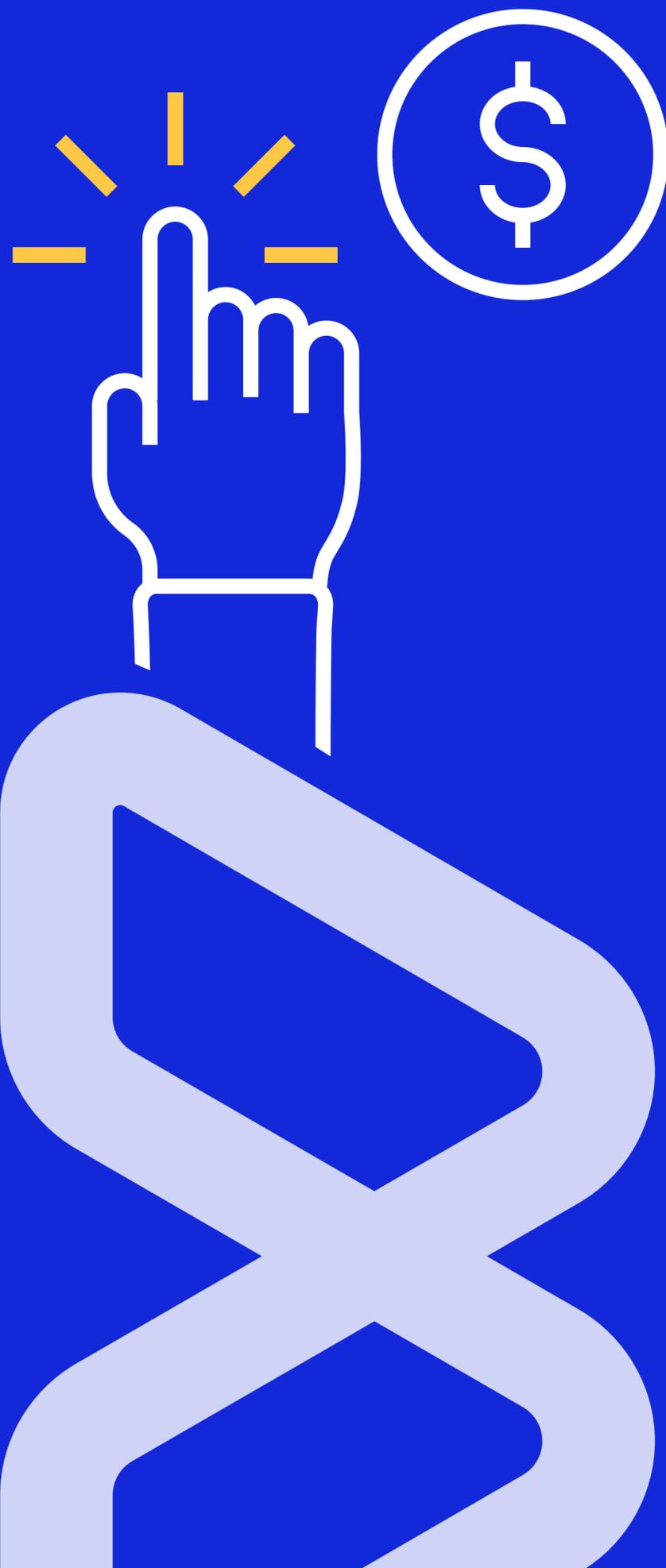
WELCOME TO BORNHI

We at BornHI are committed to providing you the best solution in digital marketing and support in the industry. Our Pay Per Click or PPC Services (Google Ads) help your business maximize its potential customer base. By combining the proper words that reflect what your company offers, we can put you in the most visible position on any search results page.

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ABOUT YOUR PROJECT

We have reviewed your project requirements carefully, and we find BornHI apt for the undertaking and successful completion of the work. As per our research and analysis of your company, we might find that Google Ads are better at engaging your customers.



HOW WE (PPC) CAN HELP YOU:

If you have a website for which you want to consider PPC but wondering “Why to use PPC?”, then read the below-listed benefits of PPC services (Google Ads) for a business.



1. Fast Results: Businesses need results, and they want them fast. PPC is perhaps the fastest way to run an advertising campaign and get instant results.

2. Measurable Results: Another important benefit of Google Ads is that everything you do has a clear measurable target. You can measure anything related to a PPC campaign from costs, profits, views, clicks, visits, and many more.

3. No Dependency On SEO: Google Ad means that once you create profitable campaigns, you don't need to worry about Google SERPs and the changes they do to their algorithms.

4. Reach The Right Audience: When running a PPC campaign, you choose where and when your ads will appear based on several factors, including keywords, location, website, device, time and date, and much more.

5. Take Advantage Of Business Opportunities: One of your main competitors is offline due to a technical problem. This is a great opportunity for you to run a targeted PPC campaign and give those angry customers another option.

6. Brand Recognition: You can use PPC to target keywords related to your industry so that people searching for those keywords will constantly see your ads.

7. Open Doors Local Customers: PPC is highly effective for local search. People searching using their mobiles for products or services in their area can see your ads & get instructions on how to reach your store

8. Budget-Friendly: When it comes to PPC, there are no budget restrictions. You choose how much to pay for a click and spend for an ad or campaign.

9. Test Your Marketing Strategies: You can easily Test Your Marketing Strategies. You have to set up different ads in a Google Adwords campaign, run them for a couple of weeks online and analyze the results. The ad with the highest CTR (Click Through Rate) probably has the most attractive copy for users.

10. Rich Functionality & Reporting: PPC platforms like Google Ads and Bing Ads provide you with all the tools you need to run your campaigns, collaborate with your teammates and analyze your data and results. The right tools with the right marketing strategy can give you the right results.

It is clear that Pay Per Click (PPC) has its advantages, so if your business does not already have the appropriate profiles, call BornHI. With consistent updating, the Right Adwords (Pay Per Click) Strategy will lead to Increased Traffic, Higher Conversion Rates, Improved Brand Loyalty, and much more.

PLAN OF ACTION:

To improve your sales or grow your business, choose only BornHI. Our Pay Per Click (Google Adwords) plan resolves these issues through the strategies:



PPC CAMPAIGN GOALS

Our main goals are to increase the traffic to the website, sales or lead, and brand awareness.



IDENTIFY PPC PLATFORMS

We will identify the best PPC marketing platforms that best fit your PPC goals. The two Main PPC platforms are Google Ads or Bing Ads.



PPC ACCOUNT STRUCTURE

Execution of a PPC marketing plan begins by choosing keyword themes and then creating individual PPC campaigns accordingly.



TYPES OF AD COPY

We identify the right PPC Ad for your business. Like Text Ads, Product Listing Ads (PLAs), Image Ads, etc.



CONVERTING KEYWORDS

Sort your keywords by conversion to see which ones are converting. Allocate more budget to these keywords & experiment with tiered bidding strategies on these words.



MONITOR NEGATIVES

It's important to be consistently monitoring your search terms and adding negatives to your list.



OPTIMIZING LANDING PAGES

If your landing pages aren't optimized there's going to be a drop in your conversion rate, even if people are clicking your ads.

TOOLS WE ARE USING



FEATURED ON



REVIEWS



4 Star Review Rating



4 Star Review Rating



4 Star Review Rating



5 Star Review Rating

PPC PACKAGE

STANDARD

Spends upto 5 Lacs
Fixer Retainer Fee : 1 Lac

Landing Page Recommendation
-
Text Ads
Conversion Tracking
-
Google Analytics Setup
Campaign Management
Weekly Reporting
-

ADVANCE

Spends upto 10 Lacs
Fixer Retainer Fee : 1.5 Lac

Landing Page Recommendation
Unlimited Keywords
Text Ads
Conversion Tracking
A/B Testing
Google Analytics Setup
Campaign Management
Weekly Reporting
ROI Tracking

PREMIUM

Spends above 10 Lacs
Fixer Retainer Fee : 2 lac or 10%
whichever is higher

Landing Page Recommendation
Unlimited Keywords
Text Ads
Conversion Tracking
A/B Testing
Google Analytics Setup
Campaign Management
Weekly Reporting
ROI Tracking