

DIGITAL MARKETING

# PAID MEDIA ADVERTISING

Our Process



→ INTRODUCTION

# GET TO KNOW ABOUT US



Our paid media advertising and marketing services (PPC) bring a strategic plan to reach your target audience and achieve your marketing goals through a strategic approach. It generates qualified leads, increases website traffic, and achieves your specific objectives.

**15+**

Years of operations

**90%**

Client retention

**10x**

Return on investment

**One**

Mission: Your growth



# DEFINING THE GOALS



## Understanding Your Needs:

- We'll discuss your marketing goals, target audience, budget, and any existing PPC efforts.
- Analyze your competitors' PPC strategies to identify opportunities and areas for differentiation.



## Transparency and Management:

- Provide transparent reports detailing impressions, clicks, conversions, cost-per-acquisition.
- Continuously monitor and adjust budgets to ensure efficiency.
- Implement A/B testing to compare ad variations, landing pages, and bidding strategies for better results.



## Crafting a Winning PPC Strategy:

- Identify high-intent keywords with relevant search volume and lower competition to target your ideal customers.
- Develop targeted PPC campaigns on popular platforms like Google Ads, Microsoft Advertising, or social media advertising based on your goals (brand awareness, lead generation, conversions).
- Craft compelling ad copy that highlights your unique selling proposition (USP) and resonates with your target audience.
- Ensure your landing pages are optimized for conversions, providing a seamless user experience from ad click to desired action.
- Develop a bidding strategy that maximizes return on ad spend (ROAS) while achieving your desired campaign goals.
- Implement conversion tracking to measure the effectiveness of your campaigns and optimize for desired actions (e.g., leads, purchases).

→ CONSISTENCY

# BENEFITS OF PPC SERVICES



At Aidasinc, we are passionate about creating stunning, efficient, and results-focused lead generation funnels. We understand the significance of a strong cohesive paid advertising in today's digital landscape. Our process outlines our approach that not only meets but exceeds your expectations. We are excited to embark on this journey with your company.



**01**

## **Targeted Acquisition:**

Reach highly relevant audience actively searching for your products. Drive qualified leads to your website and boost conversion rates.

**02**

## **Increased Results:**

Data driven optimization boosts performance and demonstrates the return on investment (ROI) of your investment in PPC.

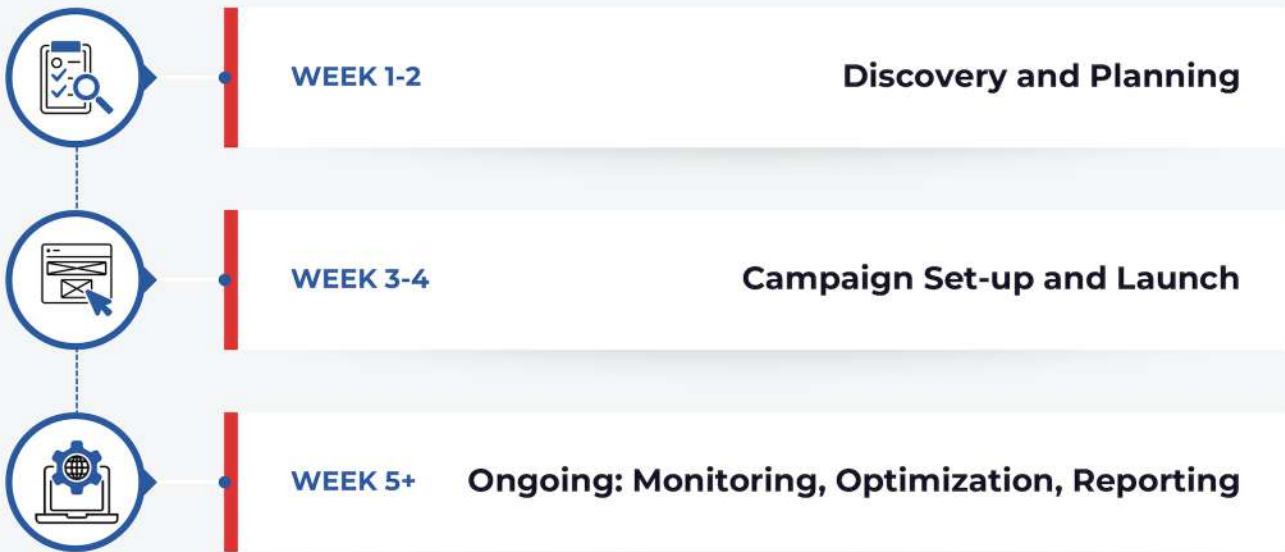
**03**

## **Experienced Team:**

Leverage our expertise in PPC management to achieve your advertising goals. Continuous refinement maximizes results and powers efficiency.

→ PROJECT TIMELINE

# TIMELINE AND MILESTONES

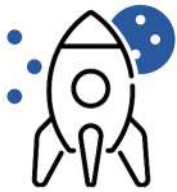


Please note:

- Significant results from PPC campaigns can be seen within a few weeks, but may take longer depending on competition and budget.
- This timeline is a guideline, and some milestones may occur simultaneously or in a different order depending on campaign complexity.



# SPECIFIC MILESTONES



## Week 1-2: Discovery and Planning

- Milestone 1.1: Discuss goals, target audience, budget, and competitor analysis.
  - Milestone 1.2: Identify top keywords, search volumes, competition, CPCs.
  - Milestone 1.3: Plan for goals (search, display, shopping) and target audience.
  - Milestone 1.4: Evaluate / design landing pages, make / suggest improvements for conversion optimization.
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## Week 3-4: Campaign Set-up and Launch

- Milestone 2.1: Create / optimize accounts on Google Ads, Meta, etc.).
  - Milestone 2.2: Develop ad groups, ad copies, and landing page destinations.
  - Milestone 2.3: Define bidding strategies for goals and budget considerations.
  - Milestone 2.4: Launch your PPC campaigns and generate traffic to your website.
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## Week 5- Ongoing: Monitoring, Optimization, and Reporting

- Milestone 3.1: Track impressions, clicks, conversions, and CPA.
- Milestone 3.2: Implement A/B testing to identify best performers.
- Milestone 3.3: Provide regular reports of performance, progress towards goals.
- Milestone 3.4: Analyze budget, adjust spending based on performance.
- Milestone 3.5: Conversion tracking to ensure desired actions (leads, sales).

→ NEXT STEPS

# LET'S GET STARTED!



We are thrilled at the prospect of working with your organization. We believe that our expertise and dedication to excellence make us the perfect partner for paid media advertising goals. To proceed, please contact us to review the custom pricing options and let us know your preferred plan.

We look forward to creating a digital masterpiece together!

# STAY IN TOUCH WITH US!



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