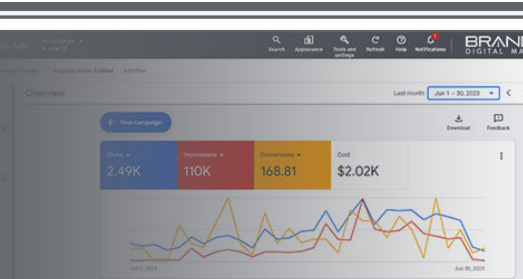


SILVER BUDGET ENHANCE

25 hours per month



This plan will begin to progress from awareness into solid product/ service consideration marketing, and, integrates video content into your marketing mix.

We will begin to transition from the awareness strength of broad terms, into, specific terms that have a history of performance (according to your account's data/ historical data). This process involves moving away from the data that doesn't perform, then allocating more of the budget towards the performing data.

Features of this plan:

- Google Search (*focus*)
- Awareness (*semi-focus*)
- Consideration (*semi-focus*)
- Account Setup
- Ads/ Descriptions (*custom and dynamic*)
- Price Assets (*2-week waiting period; unless prior data exists*)
- Optimization Score (*monitor and tweak*)
- Video (*3 branded videos; production*)
- Google Tags (*conversion tracking*)
- Weekly Reports (*2-week waiting period; unless prior data exists*)
- Monthly Reports (*campaign progress*)

The Focus - Silver Budget Enhance.

For the Silver Budget Enhance plan, we progress into the engagement value of video content.

Building on the foundation from the Bronze Budget plan, this upgraded plan includes account setup (if needed), custom ads/ descriptions, score optimization (daily), and asset management. Additionally, Google Tags and the reporting systems remain intact.

With reference to Video (YouTube), we will build three (3) branded videos per month for you. The content for these videos can be provided, or, we can simulate content that relates to your business image. We will, as well, create for you a branded YouTube account that will be associated with your website and google account.

As previously mentioned, we are progressing more from awareness into consideration. At this juncture, we will apply video strategies to your best performing data, shining a light, on more opportunities for conversion.



Plan: **Silver Budget Enhance**

Monthly: \$865 (*does not include ad spend*)

Setup: \$350 (*one-time*)

Management: 25 hours per month

Focus: Google Search + Video

