

DIGITAL ADVERTISING PLANS



Special Promotion For Home Service Expert Members

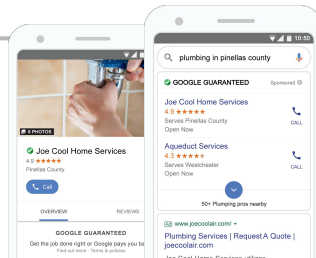
All Home Service Expert members who sign up with SearchKings before November 30th, 2020 will receive their 1st month FREE of PPC management.

Choosing The Right Option For My Dealer

Option 1

SILVER

Generate leads with Google Local Services - A verified directory of home service providers



BUDGET
\$200 - \$1500 / MONTH



Option 2

GOLD

The Gold Plan utilizes the power of Google Search and Display advertising to target and deliver tens of thousands of impressions to potential customers who are specifically looking for your company and/or the services you offer.



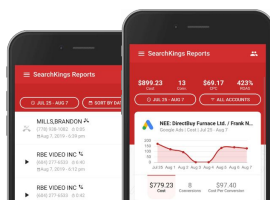
BUDGET
\$500 - \$1000 / MONTH



Option 3

RED

Comprehensive Lead Generation Pay-Per-Click Campaign For Your Company



BUDGET
\$1000+ / MONTH



WHAT IS Google Local Services?

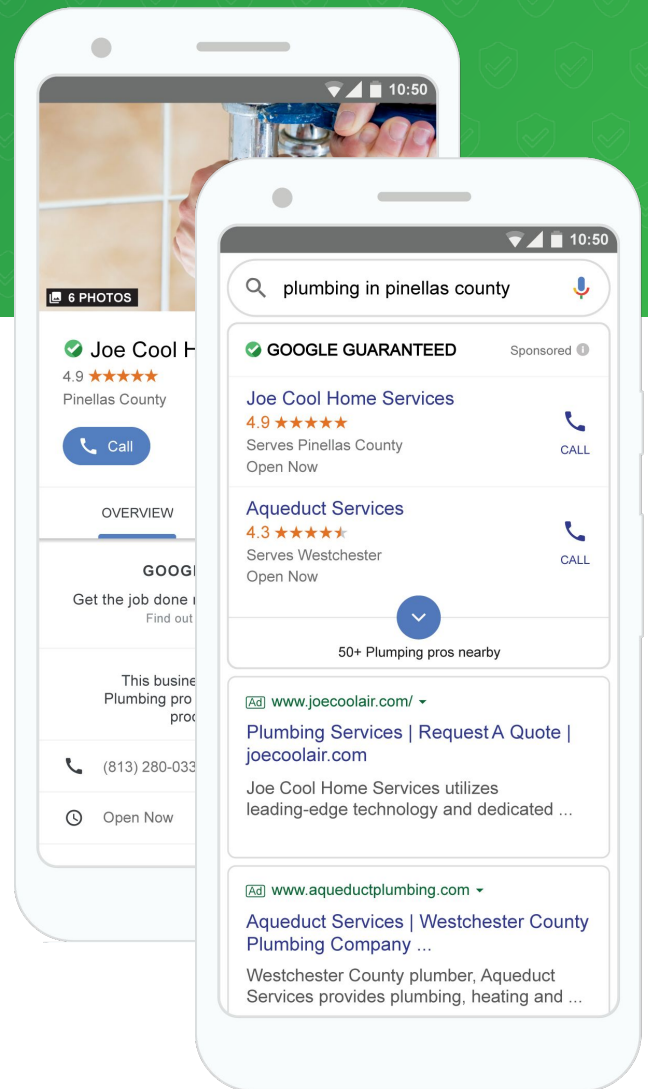
It's a new advertising platform that helps consumers quickly and easily discover, connect with, and hire home service providers like you with complete confidence.

- Be seen right at the top of Google
- Connect with potential customers when they need you
- Simple set up and communication through an easy-to-use app
- Build trust with the Google Guaranteed badge
- Only pay for leads related to your business and the services you offer

How much do Google Local Services Ads cost?

With Google Local Services, you only pay for leads related to your business or the services you offer.

- You set a weekly budget that limits the total number of leads you receive in any given week.
- You may get a different number of leads from day to day, but you never spend more than your designated weekly budget.
- You have the ability to immediately dispute leads if you receive a lead that's not valid.



Silver Plan - Features & Benefits

- ✓ Dedicated support line
- ✓ Onboarding training
- ✓ Dashboard training
- ✓ Recertification & Document Management
- ✓ Budget recommendations
- ✓ Billing Support
- ✓ Reporting App Access
- ✓ Performance Benchmarking (Email)
- ✓ Dedicated Account Manager
- ✓ Lead Volume / Budget Optimization
- ✓ Dynamic Bid Management
- ✓ Dispute Management Support
- ✓ Early access to Google "beta" products

HOW DOES IT WORK?

The Gold Plan utilizes the power of **Google Search and Display advertising** to target and deliver tens of thousands of impressions to potential customers who are specifically looking for your company and/or the services you offer.

What Type Of Display Banners Can I Choose?

Choose the display banners that highlight your company's value proposition and support your business goals for the upcoming year.



Where Will My Banners Be Displayed?

Your ads will appear in traditional advertising spaces as your customers browse websites on Google's Display Network that consists of over 2 million websites.



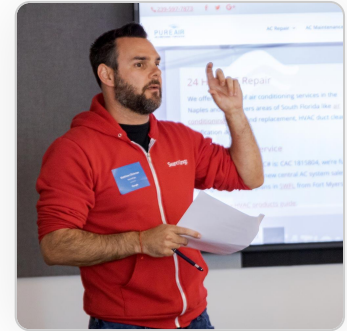
Comprehensive Lead Generation Pay-Per-Click Campaign For Your Company

In addition to the brand awareness campaigns found in the Gold Plan, take your marketing to the next level with lead generation campaigns using Google Ads and Microsoft Ads.



Expertise in Digital Lead Generation

- Show ads when customers are looking for your services.
- We Make Your Phone Ring!
- Dedicated account managers with unparalleled digital marketing experience.



ROI Consulting

Making sense of your data and creating a strategy to help your business thrive is the most important aspect of the Red Plan. Discussing your cost per lead, cost per customer acquisition and lifetime customer value is key when reviewing your return on investment.

Your dedicated account manager is specifically trained to ensure you have all the data points you need to make informed decisions.



SearchKings Reporting App & Google Analytics

Our easy to use cross-platform (Google, Google Local Services, Microsoft Ads) reporting application provides you with quick access to key data points for all of your accounts. Red Plan customers also have access to more in depth analytics reporting for deeper account reviews

