



# **DIGITAL YAK**

**CREATIVE DESIGN AND MARKETING**

## **PPC MARKETING PACKAGES**

**Pay Per Click Marketing Campaign Packages**

Prices Ex VAT | Custom packages are available  
please contact us for more information

[www.digitalyak.co.uk](http://www.digitalyak.co.uk) | [admin@digitalyak.co.uk](mailto:admin@digitalyak.co.uk) | 0191 2286240

# PPC MARKETING PACKAGES



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## LEVEL ONE PPC £150 / month

Perfect for startups / new businesses

Under £1000 Ad Spend Budget | Website, competitor and market audit | Monthly comprehensive reports | Keyword research Advert split testing | Google Display Network advertising Re-marketing | Analytics report | In-depth (once a month) Strategy session | Online & Phone call Conversion tracking | £250 Setup fee

## LEVEL TWO PPC £250 / month

Great For Growing Businesses

£1,000-£5,000 Ad Spend Budget | Website, competitor and market audit | Monthly comprehensive reports | Keyword research Advert split testing | Google Display Network advertising Re-marketing | Analytics report | In-depth (twice a month) Strategy session | Online & Phone call Conversion tracking | £500 Setup fee

## LEVEL THREE PPC 10% of Ad Spend

Larger Business or Competitive Markets

£5,000 + Ad Spend Budget | Website, competitor and market audit | Monthly comprehensive reports | Keyword research Advert split testing | Google Display Network advertising Re-marketing | Analytics report | In-depth (weekly) Strategy session | Online & Phone call Conversion tracking  
£1000 Setup fee

## CUSTOM CAMPAIGNS

Direct customer targeting

The Digital Yak Marketing team can create a personalised and custom package to suite your businesses specific requirements.

We use a tried and tested method of in depth research of your market area, competitors and products, an organic combination of PPC and SEO tactics, and a dynamic management process to bring everything together. This results in a campaign delivering increased traffic to your website, and increases in your business presence both online and off, and it strengthens your brand identity for future growth. Contact us for further information.

## ORGANIC SEO CAMPAIGNS

Search Engine Optimisation for all sizes of business.

Our Team can increase your keyword ranking and place your website in a top position, and we have the track record with our clients to prove it. Our SEO techniques include Search Engine approved methods so you can use Digital Yak with confidence.

Contact us for more information on SEO campaign packages.