

# AdWords Management

## Paid Search (PPC) Campaign Management Fees and Recommended Budgets

PPC Campaign set-up and management fees differ on the basis of the budget allocated per client as outlined below:

### Campaign Set-Up

Includes:

- Keyword  
Research - Landing page, search volume and competition
- Campaign  
Set-up - Creating of account, Campaign and Ad Groups
- Text Ad  
Copy - Creating Text Ad Copy
- Creating  
Site-Targeted campaigns if appropriate

### Campaign Management

Includes:

- Ongoing  
management of campaigns, keywords and ad groups
- Ongoing  
advert and keyword bid adjustments
- Budget  
management and campaign performance and activity reports

The following minimum investment is required per client account:

- Campaign Set-up fee is charged at a once-off price in advance.
- Monthly management fees are charged at an hourly rate, varying by campaign & budget size.

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Minimum campaign period: 3 Months

- Minimum budget spend: R3 000 per month

- Minimum hours booked campaign management: 5  
hours per month

For more information or to request a proposal, please email [gillian@bluemagnet.co.za](mailto:gillian@bluemagnet.co.za).