

GOOGLE ADS

STRATEGY APPROVAL

PRESENTED TO

Salon & Spa_Service Industry

Date: 09-18-2024



YOUR GOOGLE ADS TEAM

01

CAMPAIGN STRATEGIST

The Campaign Strategist designs your ad strategy, aligning it with your business objectives for a comprehensive advertising approach.

INCLUDES

- ✓ Identifying the target audience
- ✓ Selecting appropriate campaign objectives
- ✓ Outlining strategies that will be deployed to ensure campaign success.

02

CAMPAIGN SPECIALIST

The Campaign Specialist collaborates with the strategist to align the campaign with your overall goals.

INCLUDES

- ✓ Setting up ad groups
- ✓ Defining target audiences
- ✓ Implementing Ad Creative
- ✓ Choosing right keywords

03

QUALITY ASSURANCE

The Quality Assurance (QA) team meticulously examines all campaign modifications to ensure they meet our premium quality standards.

INCLUDES

- ✓ Rigorously reviews every aspect of the campaign buildout
- ✓ Ensures strategies match and complies with Google's policies
- ✓ Ensures a smooth campaign launch

04

OPTIMIZATION SPECIALIST

The Optimization Specialists fine-tune live campaigns to maximize efficiency and achieve objectives.

INCLUDES

- ✓ Monitor the campaign's performance
- ✓ Audience targeting refinement
- ✓ Bidding strategy adjustments
- ✓ Creative testing
- ✓ Makes adjustments to improve efficiency

OUR IMPLEMENTATION PROCESS

01

STRATEGY

- ✓ Our Campaign Strategist prepares a strategy for your review.
- ✓ If edits are required, we will adjust the plan and resubmit for your approval.

02

CAMPAIGN SET

- ✓ Upon approval, our Campaign Specialist will buildout the campaign.
- ✓ Subsequently, our Quality Assurance team will thoroughly review the setup to confirm its accuracy and strategic alignment.

03

LAUNCH

- ✓ Once approved, our Campaign Specialist will activate the campaign.
- ✓ Your ads will then begin running and delivering KPIs.

04

POST LAUNCH

- ✓ After launch, our Optimization Specialist will conduct a post-launch checkpoint to ensure optimal campaign performance.
- ✓ You will receive weekly reports detailing campaign performance.

YOUR OVERALL CAMPAIGN SETUP

PARAMETERS	DETAILS
Business Phone Number (for call ads)	1234567890
Website	Salon & Spa
Plan	Google Ads Plus
Monthly Ad Budget	\$30/day = \$900/month
Age Targeting	35-44, 45-54
Location	United States
Ad Schedule	All days
Conversion Tracking	Leads & Phone Calls
Recommendation	-
How to review the Ads	Go to ads.google.com and sign in. Click on Campaign - [NEW] Search_RSACampaign and [New]Search_CallOnlycampaign

YOUR CALL SEARCH ADS

PARAMETERS	DETAILS
AG GROUP	Call only Ads
FINAL URL	https://Example.com
HEADLINE 1	Salon & Spa
HEADLINE 2	Hair Cutting & Glossing
BUSINESS NAME	Salon & Spa_Service Industry
DESCRIPTION 1	One-stop shop for all Skin care, Face care & Body care for you. Experience What You Deserve
DESCRIPTION 2	Contact us now & get the full-service beauty salon & spa service. Our Work is Guaranteed.

RSA Ads

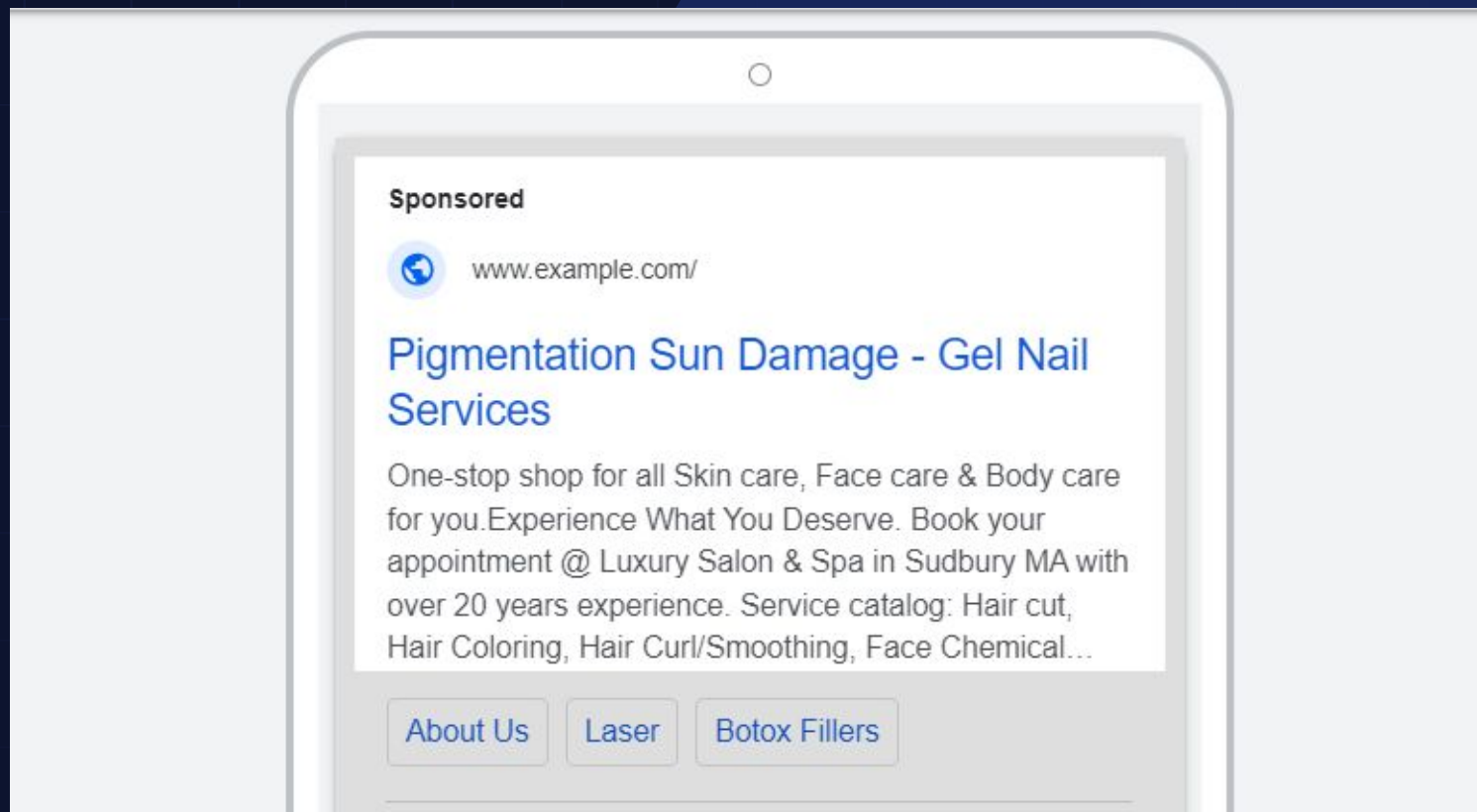
Headline 1	Salon & Spa Services	24
Headline 2	Hair Cutting & Glossing	24
Headline 3	Hair & Beauty salon near me	23
Headline 4	Hair and Nails spa	26
Headline 5	Luxury Salon & Spa in *city-name	21
Headline 6	Melasma Skin Treatment	26
Headline 7	Gel Nail Services	30
Headline 8	Led Light Treatment for face	29
Headline 9	20 Years of Experience	26
Headline 10	Medical Esthetics	22
Headline 11	Skin HydraFacial	29
Headline 12	Kybella Treatment	29
Headline 13	Dazzle Nails Near Me	22
Headline 14	Book your Appointment Now	25
Headline 15	Call Today	22
Description 1	The best beauty salon and spa available in the metro area.	78
Description 2	Book your appointment for professional hair color and style with us now.	89
Description 3	One-stop shop for all skin care, face & body care for you. Experience what you deserve.	72
Description 4	Contact us now & get the full-service beauty salon & spa service. Our work is guaranteed.	85

SEARCH KEYWORDS

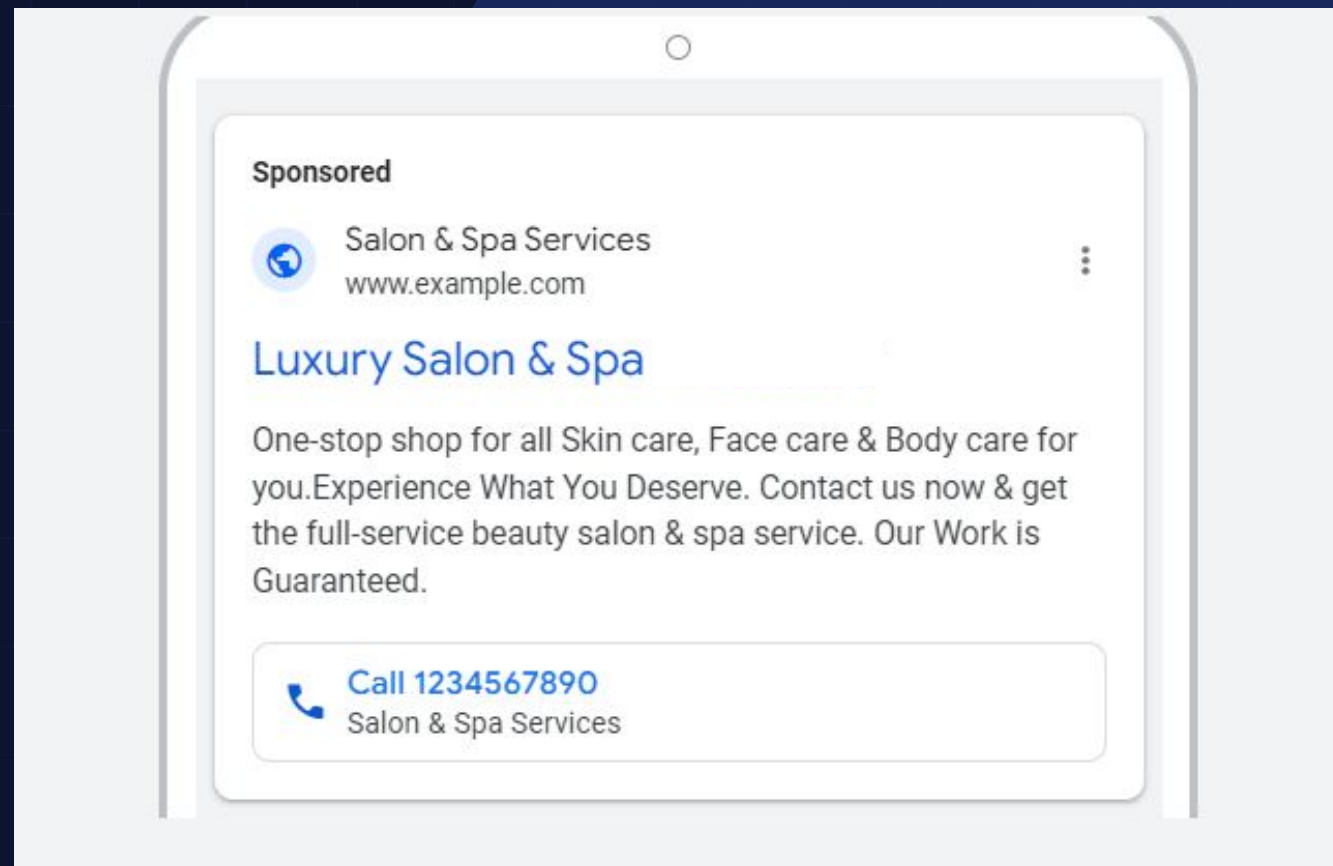
Salon Keywords	Volume
curtain bangs	590
pixie cut	480
turmeric	480
butterfly haircut	400
bangs	390
dimension	390
curls	170
oxidation	160
honey blonde	150
reverse balayage	140
babylights	140
barely there bangs	120
brown smoke	120
choppy layers	110
curly fringe	100
expensive brunette	100
hollywood blonde	100
kitty cut	90
mini bangs	10
old money blonde	10
sharp shoulder cut	10
vintage makeup	10
short and wild shag	10
winter bronde bob	10

Spa Keywords	Volume
massage	2400
tretinoin	480
collagen	480
hyaluronic acid	400
cellulite	350
infrared sauna	350
lip flip	300
pimple patches	250
shoulder pain	200
sewer line replacement	100
acne	100
chrome nails	40
microdermabrasion	30
antioxidants	30
hair growth serum	20
hair removal	20
light therapy	20
scalp treatment	10
barbie makeup	10
natural makeup	10
skin discoloration	10
chocolate milk nails	10
cosmetic injector	10
infrared treatment	10

HOW YOUR GOOGLE ADS WILL APPEAR TO USERS



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Campaign Launch status



Conversion Tracking:

- Good to launch the campaign measuring both the call leads and the form leads

WHAT'S NEXT? 📌

To move forward, please **approve** the proposed keywords and strategy.

Upon your confirmation, we will begin the build to align with your expectations and our strategic goals, and promptly launch the campaign once complete.



APPROVE



DECLINE

➔ HOW TO REQUEST CHANGES

Post-launch, you can request changes to the campaign by contacting your account manager, who will work with the optimization specialist for implementation.

➔ HOW REPORTING WORKS

You will receive your first weekly performance report seven business days after launch.

➔ OUR POLICIES

Our Google Ads are crafted to comply with Google's strict policies and community standards, reducing disapproval risks and enhancing audience experience.

The Google Ads Specialist is not liable for losses due to unimplemented recommendations, and any adjustments you make do not affect this accountability waiver.