



White label services

Business Growth Packages for Google Ads

Summary

Clikk is a boutique digital agency specialising in highly focused digital marketing services.

As Clikk is a small team, we look at how to provide the best value for money for businesses that need visibility without risking using overseas white-label services, or startup companies with no real track record of success.

Our system works because it's simple and focuses on the basics: generating traffic which converts.

With almost 10 years of experience, Clikk can bring simple yet effective business solutions using Google Ads with well-honed processes to ensure your clients get what they need whilst leaving you enough margin for it to be profitable and easy to manage.

This is ideal for the following types of clients:

- Micro/small/bricks and mortar businesses
- Low-maintenance clients who just want results, not the whole marketing package or complex campaigns.
- Larger businesses that need more traffic to an already converting landing page.

An example of this might be:

- A car mechanic who wants to promote their business locally.
- A physiotherapist who wants more clients.
- A franchise or multi-location Real Estate agent who needs visibility in the area.
- A larger business that just needs continuous traffic to its landing pages for a sales funnel.

We can provide this service at this price point because:

- You manage your client 100%, client management is the biggest time cost for marketing.
- You provide us with the assets we need, via the client. Facilitating this can be time-consuming, but we can provide you with assistance on how to do this.
- Anything beyond the core service is billable as we need to cover any additional costs.

How it works

Our process is simple and consists of the following steps:

- The set-up of relevant accounts for running ads
- Configuration of tracking pixels
- Automated reports including a live dashboard to track results
- A tried and tested campaign to achieve a multitude of business goals

The service is designed to be lightweight for the client, you and us. The cost is kept low by focusing purely on our processes to deliver results, using automation and providing you with what you need.

Inclusions:

- Set up and configuration of the account
- Access to our Slack channels for quick communications
- Sales support to help close deals
- Technical support for you and your team

If additional activities are required outside of this service, they will need to be quoted.

Exclusions:

- Client management
- Custom reporting
- On-site meetings
- Audits
- Additional configurations
- Set up of conversion tracking

Requirements

- Access to a generic email address used for all clients (e.g. marketing@company.digital). This account will be provided access to all your client's systems.
- Add Clikk to your account management tools, e.g. Creating and linking your Google Ads MCC account to our Google MCC.
- Client website to have the following installed:
 - Google Tag Manager
 - Google Analytics
 - Google Search Console
- Admin access to your clients:
 - Google Tag Manager
 - Google Analytics 4
 - Google Search Console
- Access to Google My Business (it must be linked to Google Ads for all campaigns)
- Access to YouTube Channel (if required)
- Goals set up in Google Analytics that track business goals (e.g. Thank you page visits, form fills, phone number clicks, etc.)
- Website optimised to meet reasonable speed requirements

First Contentful Paint

How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less. [Learn more.](#)

Time to Interactive

How long it takes for your page to become fully interactive. A good user experience is 2.5s or less. [Learn more.](#)

Speed Index

How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less. [Learn more.](#)

Total Blocking Time

How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less. [Learn more.](#)

Largest Contentful Paint

How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less. [Learn more.](#)

Cumulative Layout Shift

How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less. [Learn more.](#)

We can provide support for all requirements, as required, at our White Label hourly rate of \$170/hour + GST, charged every 30 minutes.

Marketing Plans:

The following are examples of Google Ads only

Tier 1 - The Basics

Tier 1 represents the minimum recommended Google Ad services to promote a company's presence on Google surfaces such as Google Search, Google Display Network, Google Shopping, YouTube, Google Maps, Google My Business and Gmail.

Service:

- Assessment of campaign Goals and recommendations
- Creation of campaigns to meet the business objectives:
 - Brand Awareness
 - Website Traffic
 - Bricks and mortar visibility
- Automated reporting via Agency Analytics
- Configuration of Google Tools as required to track and report correctly

Requirements:

- 3-month commitment for best results
- Provide ad copy consisting of
 - 10 Headlines (30 characters max)
 - 5 Descriptions (90 characters max)
 - Images, logos + videos (optional)

The Campaign types:

- Google Search:
 - Responsive Ads
 - 5 to 10 main keywords maximum including brand terms
- Google Display
 - Remarketing to website visitors (needs 1000+ visitors in 30 days)
 - Brand awareness to key audiences and demographics
 - Targeting competitors
- Performance Max
 - Includes Search, Display and Video across all Google surfaces

Recommended Budgets for Ad Spend

Spend Category	Daily	Monthly	Ideal For
Ultra Light	\$10	\$300	Local Brand awareness only
Light	\$20	\$600	Local website traffic
Standard (Typical)	\$30	\$900	Leads, traffic and brand awareness
Growth	\$50	\$1500	Strong lead generation with brand awareness

Example:

We have an Osteo who services surrounding suburbs with a Discovery and Search campaign.

They spend \$10/day and get the following per month (avg of 90 days):

- 8000 impressions
- 200 clicks
- \$1.35 CPC
- 10+ conversions
- 5% conversion rate

The Process

We will provide the following as part of the service:

- Account monitoring and management
- Negative keyword management
- Ad optimisation
- Bidding adjustments
- Enabling/disabling features to improve performance
- Strategic advice as significant data indicates a benefit
- Liaise directly with Google, as a Google Partner,
- Technical support for any issues which directly impact the performance of the account such as:
 - Payment failure
 - Conversions not tracking
 - High bounce rates on key landing pages

Exclusions:

Anything that is not included is billable.

- No meetings with clients
- No written reports, only the automated report you can see here: [Link](#)
- Design of images, videos, etc.
- Writing ad copy from scratch - we need guidance from the client, via you, as they understand their business better than we ever will.

Sample Campaign

- Real Estate - has a storefront, 20km service radius
 - They have 30 5-star reviews and update their Google My Business monthly with fresh content
 - They are competing with 5 independent REA
 - The budget is \$20/per day
 - Search, Discovery, and Display campaigns
 - Search is for the company name only: \$5/day
 - Discovery is for promoting Google My Business: \$15/day

Cost:

- Service fee: \$400 per month
- This amount excludes Ad Spend
- Excludes GST on service fee and Ad Spend

Tier 2 - Getting Serious

Tier 2 represents a more comprehensive campaign approach with additional spending and expanded campaign goals and strategies.

This would need a \$50/day ad spend to be effective.

Tier 2 includes:

- 3 campaign types can be selected:
 - Search
 - Display
 - Video
 - Discovery
- A more comprehensive keyword list, up to 15 keywords
- More targeting options in brand awareness campaigns

Sample Campaign

- Real Estate - has two storefronts, 30km service radius
 - They have 100 4-star reviews and update their Google My Business weekly with fresh content
 - They are competing with 3 independent REA and two chains
 - The budget is \$50/per day
 - Search, Discovery, and Display campaigns
 - Search for the company name: \$5/day
 - Search for the 8 highest volume keywords: \$20/day
 - Discovery is for promoting Google My Business: \$15/day
 - The display is to target competitors and remarketing: \$10/day

Cost:

- Service fee: from \$600 per month
- This amount excludes Ad Spend
- Excludes GST on service fee and Ad Spend

Tier 3 - Google Shopping

Tier 3 is for when you want to add Google Shopping into the mix. This will also include Search, Display, and Video ads too if the assets are available.

The ad spend is highly dependent on the industry, but generally, \$100/day is the minimum spend we would recommend.

Cost:

- Service fee: from \$1000 per month
- This amount excludes Ad Spend
- Excludes GST on service fee and Ad Spend

Next steps

Want to discuss things further? Click this [Link](#) and book a phone call with me.