

KINGPEN  **MEDIA**
MARKETING PROPOSAL

Google Adwords

PAY-PER-CLICK

More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising service can provide an immediate source of targeted traffic to your website, and driving conversions for leads. Our PPC services include:

PPC Strategy Development

PPC Research

Campaign Setup

Turnkey PPC Campaigns

PPC Optimization

At Kingpen Media, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.

GOOGLE ADWORDS/PPC - STEFAN DENTAL CARE

1. A local business in ILLINOIS has the same name, but better SEO. After the SEO audit, along with PPC that won't be a problem anymore.

2. Google Adwords/PPC gives you better visibility when competing with your big competitors and even better visibility with your local competitors who are or aren't utilizing Google Adwords/PPC.

Current Clients With Google Ads/Audit

After SEO Audit

PERFORMANCE

Views	Searches	Activity
1.73K	1.24K	2.46K
Website visits		52 (+189%)
Calls		48 (+700%)
Photo views		2.34K (+240%)
Direction requests		25 (+525%)

Performance over the past 28 days

PERFORMANCE

Views	Searches	Activity
18.7K	14K	1.24K
Direction requests		231 (+17%)
Website visits		868 (+31%)
Calls		144 (+95%)
Photo views		0

Performance over the past 28 days (last 3 days not included)

With Google Adwords

36,073 PEOPLE FOUND YOU ON GOOGLE

335

asked for directions

↑ 145% FROM APRIL 2020

341

called you

↑ 46% FROM APRIL 2020

1,743

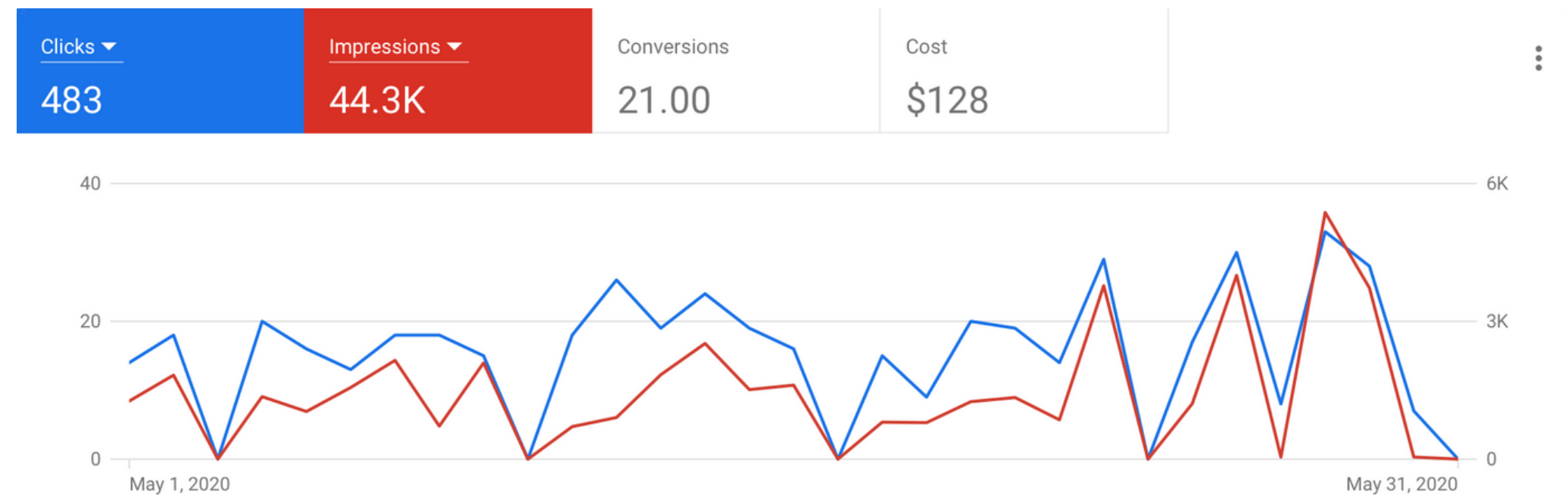
visited your website

↑ 54% FROM APRIL 2020



See all of the keywords used to find your business.

[SEE FULL REPORT](#)



Website Front-end

WEB DESIGN & DEVELOPMENT

Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction. Kingpen Media's web development services are perfect for brands at any stage.

WEBSITE FRONT-END - STEFAN DENTAL CARE

1. Easy to use HTML software for easy website editing (can even do on your own).
2. Add 4/5 Main Pages, optimizing for converting traffic into leads/clients.

Home - What we do, how we do it, main services, testimonials, contact sheet.

About - Background of the business, owners, and message.

Services - List of different tax services provided with child pages for each service.

Contact/Booking - Slots for entry of information for leads, company contact info, and address.

3. Get a better user-friendly, dummy-proof appointment setter software.
4. Automated chatbot for frequently asked questions.

Facebook/Instagram Page

SOCIAL MEDIA

Social Media has changed how brands communicate with their audiences forever. Social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. We specialize in strategic social media management that focuses on building and protecting a positive brand image, creating loyalty among the audience, and driving new leads for your business. Services include

Social Strategy Development

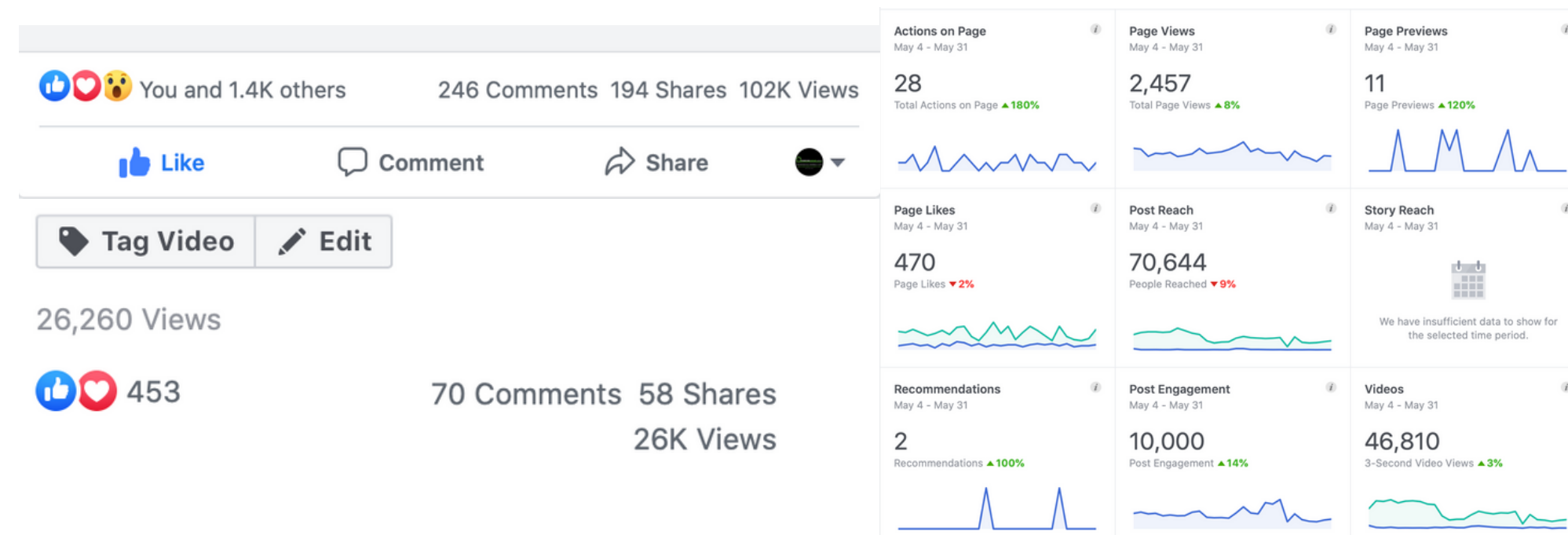
Social Media Consulting

Social Media Management (Post, Content, Upkeep)

Community Engagement

Branding

SOCIAL MEDIA - STEFAN DENTAL CARE



1. Growing the page organically/paid to create a lifetime customer that is interesting in your business or service.
2. Community awareness is vital for people in the area. People need to know your in the area to do business with you.
3. Creating an audience to provide information which will provide engagement and learn more about your business and what you do.
4. Facebook offers social proof such as reviews, posts, community presence. Customers can find important information on your page such as a member's name, numbers, location, website and more.

Facebook Ads

FACEBOOK ADS

Facebook ads are inexpensive and hyper-targeted. Effective Facebook ads can reach 1,000 people with less than \$5-\$10. Facebook targeted ads can reach your recent website visitors, email subscribers, and demographics of your customers. You can use Facebook ads to fuel your website with qualified traffic and more conversions. What is the LTV (Lifetime Value) of the client. Services include

1. Custom landing pages to convert higher quality leads (CPL - \$3-\$20)
2. Design of ads, copywriting, headlines, and more
3. Analytical reporting
4. Pinpoint demographic targeting
5. Retargeting people who engaged with the website, ad, or facebook page
6. Lookalike audiences, facebook creates an audience that matches data from previous engagement to find high-quality people that would most likely convert

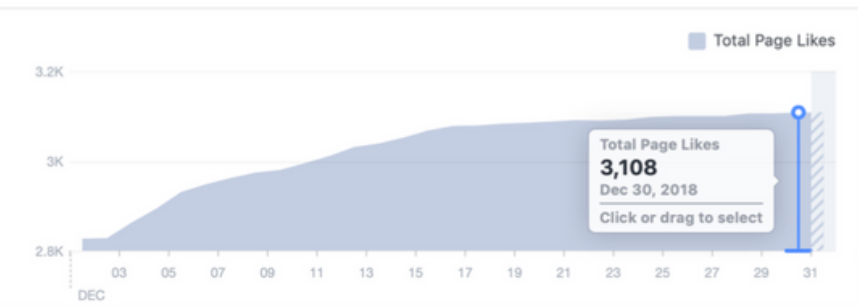
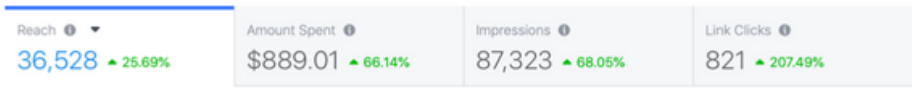
Facebook is cheaper and more effective for lead generation and impulse. With Google, someone has to search your service but with Facebook, you put your service in front of people who showed interest in any aspect of the business.

EMAIL MARKETING

Email marketing is a great way to obtain that customer for life. you can grow the audience and provide any information, updates or incentives. Can be grown organically by placing on website, facebook, etc and can be grown paid by ads.

Weekly/Monthly Reporting

END OF MONTH REPORT



November 1st - 30th

SPENT - \$889.01
REACH - 36,528
IMPRESSIONS - 87,323
LINK CLICKS - 821

December 1st - 31st

SPENT - \$956.78
REACH - 30,025
IMPRESSIONS - 67,529
LINK CLICKS - 697

January 1st - 31st

SPENT - \$1,114.57
REACH - 56,607
IMPRESSIONS - 140,578
LINK CLICKS - 1,483

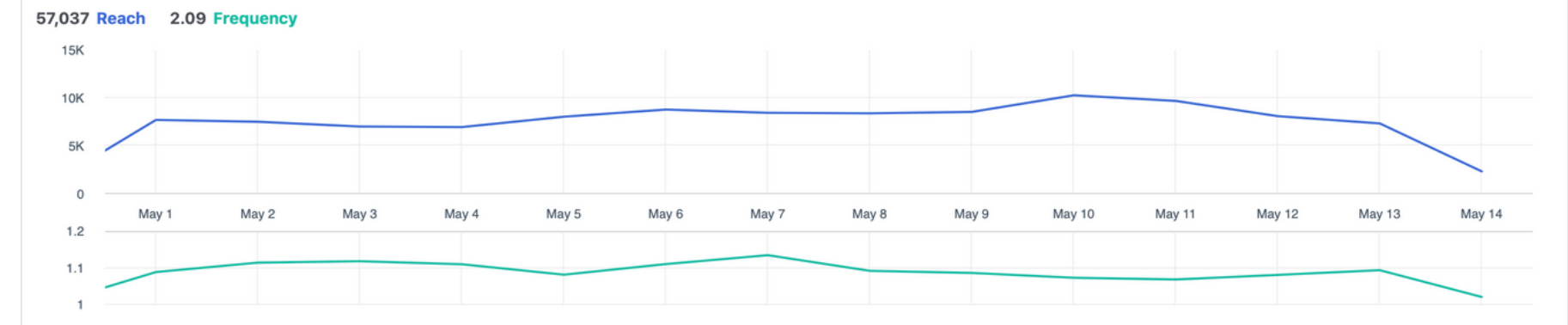
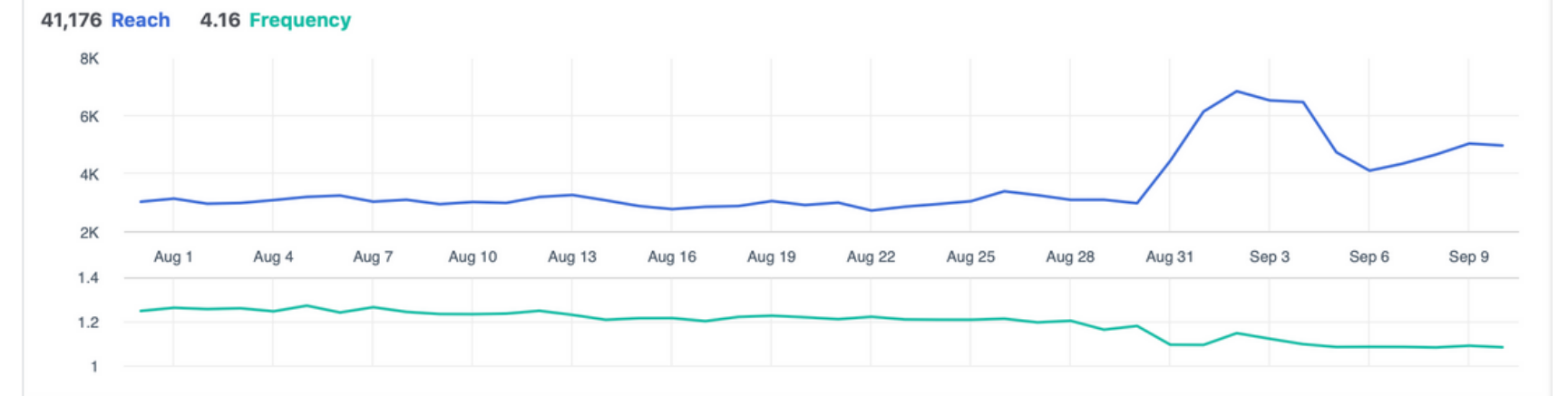
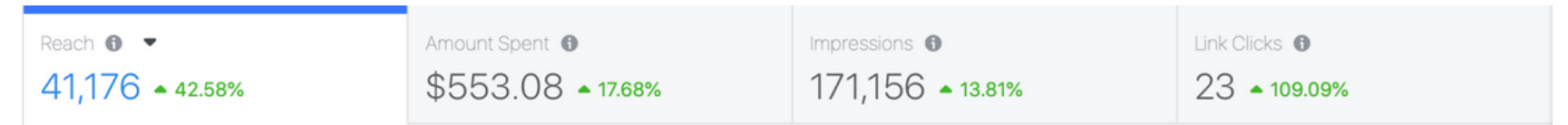
December 1st-31st

TOTAL LIKES - 278
PAID LIKES - 187
ORGANIC - 91

January 1st - 31st

TOTAL LIKES - 463
PAID LIKES - 337
ORGANIC - 126

Prior -



With Me -

More appointment = more clients and \$\$
 → **May 2020** 33 appointments

Working with Kingpen Media

1. Weekly reporting/discussions/strategy sessions
2. 2-3x ROAS (Return on ad spend) Minimum
3. 1-2 physical walk-ins weekly
4. 7 days a week ad and digital media maintenance
5. 8 am - 9 pm availability
6. Up to date strategies and practices
7. Seamless recurring payment with auto-pay