

**HOTHPPC**

**OVERVIEW**

**HOTH GOOGLE ADS (ADWORDS)  
PPC MANAGEMENT SERVICES**



## What is HOTH PPC?

With HOTH PPC, we get you set up to advertise on Google and generate high quality leads into your business.

Paid traffic is one of the most powerful ways to drive new leads & business, but many businesses find it difficult to generate a positive ROI as competition grows each year and ad networks become more complex.

Running paid traffic successfully takes a multi-faceted approach. At the core, paid traffic requires knowing your numbers, but also takes strategy, creativity, and a high level of knowledge of the ad platform.

Through our innovative paid advertising process, we not only avoid these mistakes, but put your campaigns on a strategic path to ROI.

# HOTH PPC FEATURES



## Market Analysis & Campaign Design

Google ads is an auction, which means you're only going up against your competitors. We use advanced market analysis and campaign design to make sure that you not only can compete, but you can also beat your competitors before your prospects even click your ad. We analyze data from existing competitors from keywords, to ads, to offers to make sure you're ready to rock from Day 1.



## Advanced Optimization Strategy

Proper campaign optimization is a crucial key to success. That's why we use our multi-step, strategic laser target process on every single campaign to deliver maximum ROI.

### 1. Campaign Design & Pre-Optimization

We expertly design your campaigns and use our unique pre-optimization process to launch ahead of the curve. This smart strategy saves you money right out of the gate.

### 2. Search Term Optimization

In our second phase of optimization, we continue to refine campaigns and ensure that we're only advertising on qualified traffic.

### 3. Traffic Sculpting

As we get more data, we break out adgroups and laser target prospects. This not only increases CTR (click through rate) but lowers CPC (cost per click).

### 4. Performance Optimization

After we get enough clicks and time, we can tell what keywords prove out and what to cut. We optimize campaigns performance.

## 5. Scale

As we find more winning combinations, the testing never stops. We keep rotating ad copy until the new contender beats the winner, which means your ads are getting better all the time. This allows you to scale your campaigns at the highest ROI.



## High-Converting Landing Pages

Using our unique industry insights, we create high-converting landing pages that maximize conversions and deliver more leads at a lower cost.



## Dedicated Campaign Manager

With HOTH PPC, you get a dedicated campaign manager that will be your direct contact. Every campaign manager is a paid traffic expert and works directly on your campaigns. Every campaign manager is Google Ads Certified. You can have full confidence that your campaign manager knows exactly what's going on at all times.



## Transparent Reporting

We'll deliver weekly reports of everything that's happening inside your account, as well as monthly strategy calls to review performance and collaborate on strategies to scale your campaigns.



## All The Bells & Whistles

We take care of everything you need to run uber successful lead gen campaigns. From account setups, conversion tracking, call tracking and more. Our goal is to make the complicated world of Google Ads accessible to anyone, from start to finish. You're in good hands with HOTH PPC.

# HOTH PPC

## WHO IS THIS FOR?



1

### **Businesses who are already generating consistent sales**

If you are not getting consistent sales, you should use organic or free methods to confirm product-market fit before trying to scale with PPC.

2

### **Businesses that can spend a minimum of \$1,000 per month in Adspend**

In order to get enough data, you need to spend enough.

3

### **Businesses that can commit to at least 3 months.**

The launch phase of a campaign is the most important as we find the keywords that are converting and optimize the campaigns. You'll want to stick around for at least 3 months so we can hone in the campaigns.

# HOTH PPC

## HOW IT WORKS



### **Step 1: Select Your Package**

After determining your goals & budget, select your package and add-ons.

### **Step 2: Onboarding**

During your onboarding, you'll grant us access to your Google Ads account, or you can create a new account. We'll also gather the necessary information from you.

### **Step 3: Campaign Design**

We'll design your campaigns including keyword research, ad copy creation, landing page creation, tracking, and more. You can approve all these before we launch.

### **Step 4: Campaign Launch**

We'll launch your campaigns and start monitoring results.

### **Step 5: Daily Optimization**

The start of your campaign is critical as we gather data. Our unique, multi-stage optimization process ensures your campaigns are producing at optimal levels at all times.

### **Step 6: Ongoing optimization, scale & reporting**

With weekly reporting and a dedicated campaign manager, you'll have full confidence in what's happening with your campaigns at all times.

## **Ready to get started?**

[Click here to get started with HOTH PPC](#)

