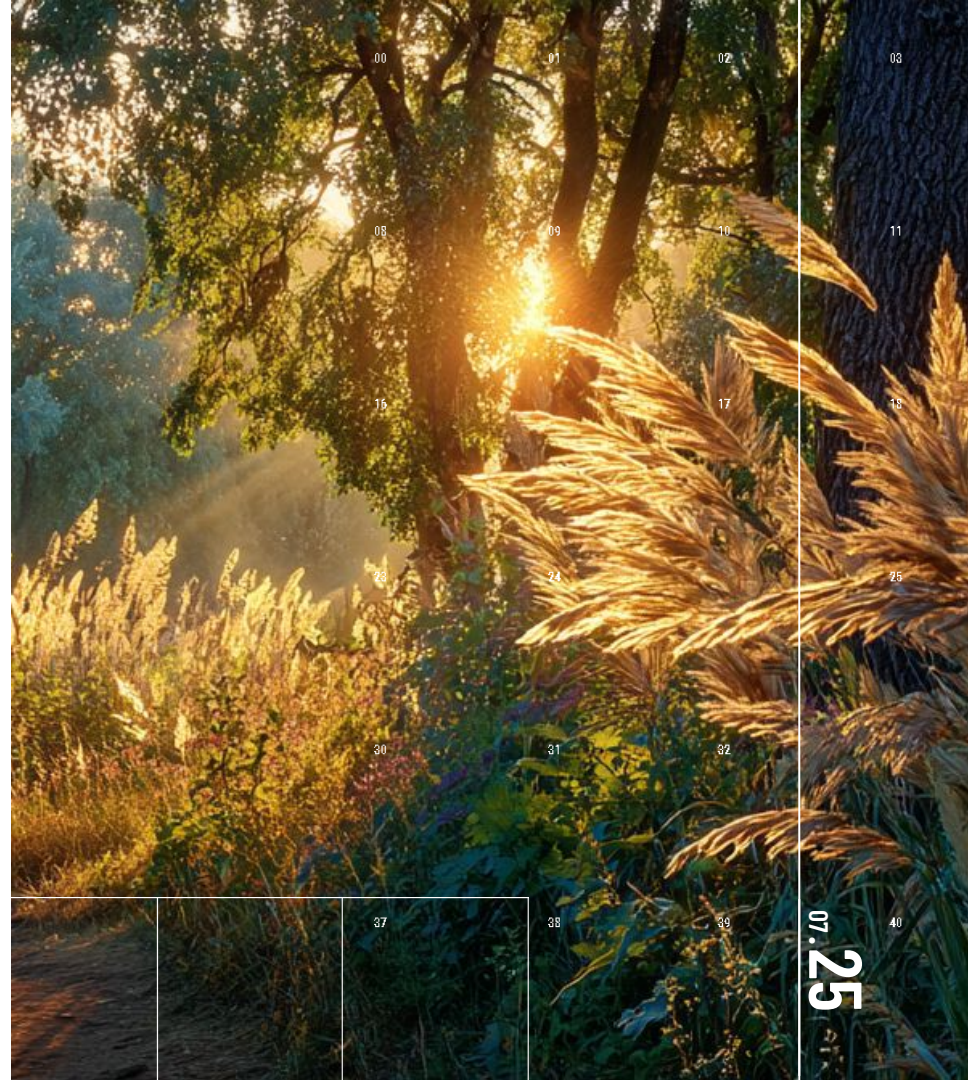


# Google Ads/AdWords Campaign Management





# Smarter Ads. Better Results.

## Executive Summary

Filla Life Media specializes in high-performance, precision-driven Google Ads campaigns. With over 25 years of experience in digital marketing, we bring deep expertise, proactive strategy, and hands-on optimization to ensure your campaign not only delivers, but scales over time.

Our Google Ads management service is engineered to meet your ideal audience at the exact moment they are searching—capturing intent, driving high-quality leads, and generating measurable results.

## Primary Objective

To increase high-quality user interactions and drive meaningful conversions through search-based intent targeting, leveraging Google's Search Network as the primary driver of traffic and leads.

# Engagement Overview

**Monthly Ad Budget:**  
Client-determined

**Contract Duration:**  
Month-to-month; cancel anytime with 30 days' notice

**One-Time Setup Fee**

# Scope of Services

## Strategy & Planning

- In-depth client intake to identify KPIs, seasonality, and competitive landscape
- Conversion goals mapped and configured in Google Ads and GA4
- Audience insights leveraged to segment campaigns based on intent, device behavior, and location

## Campaign Setup & Optimization

- End-to-end campaign builds using industry best practices and proprietary structures
- High-performance ad copywriting across headline variations, CTAs, and long-form descriptions
- Advanced keyword research and match-type strategy
- Negative keyword strategy implemented and maintained
- Multiple ad groups per campaign to control message and match query intent
- Audience layering and bid strategy selection based on conversion likelihood

# Scope of Services (cont.)

## Ongoing Campaign Management

- Manual and AI-assisted bid management (target CPA, maximize conversions, or custom as needed)
- Daily/weekly performance reviews and trend analysis
- Ad copy testing and headline variant rotation
- Ongoing A/B testing of ads and landing page variants (when available)
- Full GA4 and Google Tag Manager integration for conversion tracking
- Adjustments to device targeting, location, ad scheduling, and audience signals
- Monthly custom reporting with trend insights, commentary, and next-step planning

# Strategy-Led. ROI-Driven.

## Campaign Components

- **Search Network Campaigns:** Primary focus and lead generator
- **Display Ads:** Optional; only implemented where they provide additive value
- **Performance Max Campaigns:** Available as an add-on, with strategy-specific deployment
- **Remarketing:** Not available due to industry compliance restrictions
- **Responsive Search Ads (RSAs):** Continuously optimized
- **Ad Extensions:** Sitelinks, callouts, structured snippets, location, and call extensions deployed strategically
- **Dynamic Ads:** Not recommended due to lack of message control
- **YouTube or Discovery Ads:** Available upon request and budget allocation



# Optimized to Outperform

## Proprietary Optimization Process

We follow Filla Life Media's 12-Step Optimization Method, which includes:

1. Keyword & Search Term Refinement
2. Landing Page Audit Collaboration
3. Competitor Benchmarking
4. A/B Ad Variant Testing
5. Bid Strategy Tuning
6. Budget Reallocation for ROI
7. Device & Geo Target Refinement
8. Audience Signal Layering
9. Quality Score Monitoring
10. Extension & Asset Updates
11. Conversion Path Auditing
12. Monthly Strategy Review & Report

# Track What Matters

## Data & Analytics

- **Google Tag Manager:** Deployed and managed for event tracking
- **GA4 Integration:** Configured to track micro and macro conversions
- **Client GA4 Access:** Separate property setup to ensure independence
- **Conversion Attribution:** Configured to monitor assisted conversions, first-click, and last-click models
- **CRM Alignment:** Optional coordination if client uses Salesforce, HubSpot, or another CRM

## Key Performance Metrics Tracked

- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Conversion Rate (CVR)
- Cost Per Lead (CPL)
- Quality Score Trends



# All the Moving Parts—Handled

## Deliverables

- Monthly Performance Report with trends, CPL data, and insights
- Detailed Ad Group & Campaign analysis
- Conversion tracking audit with recommendations
- Dedicated account manager and monthly review call (as needed)
- Proactive campaign changes based on performance and platform updates

## Client Commitments

- Monthly appointment data shared to measure lead quality and ROI
- Access to existing site analytics and permission for tracking implementation
- Approval of ad copy or strategic changes when applicable

# So, why Filla Life Media?

**We don't take shortcuts.** We don't “set and forget.” Every ad dollar is tracked, optimized, and measured for impact. Our clients stay with us because we operate like a partner—not a vendor. We bring the experience of an enterprise-level agency with the attentiveness of a boutique firm. *And we win.*



Ready to capture  
more leads?

Email us at [kurt@fillalifemedia.com](mailto:kurt@fillalifemedia.com) and let's  
build a custom strategy around your goals.

