



Smart PPC Management Service Proposal



Your Business Deserves to Work with Canada's Most Trusted PPC Agency



Green Lotus is an award winning PPC agency, trusted by small businesses and corporations in Canada and around the world! Green Lotus is also ranked as the best digital marketing agency in Canada by TOPseos.

Proposal Prepared By:

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What You Need To Know!

Smart PPC Management

Green Lotus Artificial Intelligence Tools and Machine Learning Algorithms work 24/7 to get you the most qualified leads, at the lowest possible cost. Your campaign is automatically optimized to increase phone calls, requests for a quote, and even driving directions to your store!

No Setup Fee

All Green Lotus small business digital marketing services are pay-as-you-go because we understand that the only way to keep a client is by providing top quality PPC strategies and management services. Start advertising on Google now, and get leads within a matter of days!

Local Leads Generation

Harness the power of local searches on Google, Canada's largest search engine, get new leads and foot traffic to your store faster with pay-per-click advertising! Reporting includes real-time updates about new phone call leads and messages generated by your ad.

Rank 1st in Your Local Area

Our commitment at Green Lotus is simple – we help businesses achieve results in today's highly competitive online marketplace. Our team of digital marketing experts are skilled and experience with PPC strategies, lead generation and SEO, the trifecta needed for an effective digital marketing strategy.



All Prices are in Canadian Dollar



USA Clients Pay No Tax

	Smart	Pro	Enterprise
PPC Packages	From CAD\$ 299/m	CAD\$ 1499/m	CAD\$ 2999/m
Cost in \$USD approx. USA Clients Pay No Tax	USD\$ 220/m	USD\$ 1120/m	USD\$ 2240/m
Ideal For	Smart Site Users Only	Medium size business with a local or national targeting strategy	Enterprise business with a national or multi locations targeting strategy
Client Media Buy Range	\$500 to 2k /m	\$2k to 6k /m	\$6k to 10k /m
Smart PPC Management	Included ⓘ	Included ⓘ	Included ⓘ
Dedicated Account Manager	Included ⓘ	Included ⓘ	Included ⓘ
Responsive Landing Page Design	Included ⓘ	Included ⓘ	Included ⓘ
Dynamic Calls Tracking & Recording	Included ⓘ	Included ⓘ	Included ⓘ
Applicable Ad Networks	Google Search & Display	All Google & Bing	All Google & Bing + Social Ads
Phone Support & Bi-weekly Reports	Included ⓘ	Included ⓘ	Included ⓘ

[Learn More About Smart Site](#)

[Book Your Free Consultation Now!](#)

Client Case Study

Digital Marketing in 2 Mins



The Green Lotus PPC Service Method!

Canada's First Machine Learning AdWords & PPC Management Tools For Small Businesses!

Machine learning is the latest and quickest way to optimize and manage your AdWords Pay Per Click campaign, and your digital marketing budget. Green Lotus PPC Tool algorithms, bid management, and audience targeting are working 24/7 to get you the most qualified leads, at the lowest cost possible.

PPC Strategy Review & Goal Setting

Without a plan, it is easy to fly through a budget without generating a single useful lead. At Green Lotus, we do not start any new marketing campaigns until we are confident that it will generate cost effective leads and positively impact our client's business bottom line.

Expert Keyword Research

Before each campaign begins, we perform a detailed keyword research analysis on your industry, and the competitors in your targeted geographic area(s). Our expert keyword research tools, along with targeted marketing strategies, are aimed at increasing the number and quality of leads, in a cost-effective way.

Text Ad Creation & Optimization

We use the latest innovations from Google AdWords to create ads that focuses the business problem that your products and/or services solves for customers. Our goal is to continually optimize campaigns and bidding strategies to effectively target your ideal audience and generate effective leads for your business.

Landing Page Design

We work with our clients to personalized landing pages that emphasize your service features and benefits. These landing pages are designed to boost conversions and include tracking capabilities for data collection and analysis. We test and optimize content, creatives, etc. based on campaign data, and continue to increase conversion rates and campaign ROI.

Dynamic Phone Tracking Setup

Green Lotus implements dynamic phone tracking systems that allow us to track the phone calls generated by your AdWords campaign, and perform a deep analysis of leads. Knowing the specific keywords used to generate a phone lead allows us to optimize for the best ROI by focusing on keywords that are driving phone calls and conversions.

Google Display Network & Remarketing Ads

We use the latest Google AdWords display ad formats and targeting features to reach your ideal audience. If a potential customer leaves your website without making a purchase, AdWords remarketing strategies assists with reconnecting the lead to your brand ads as they continue to browse the web.

Geo-Location Targeting Ads

Google AdWords Geo-targeting features allow your ads to be focused on your target audience in a specific geographic location. As the importance of local search volume continues to grow, it is essential that your ads and keywords target ideal customer in your area!

AdWords Conversion Tracking

All Green Lotus PPC Services include immediate updates about new conversions, phone calls, and messages which clients can access through our PPC management system. Real-time reporting allows you to track and monitor your PPC conversions live, as they happen.

Rated 4.8 Stars from 80+ Reviews on Google!



[View Our Reviews!](#)

PPC Service Case Study



Xplornet is one of Canada's leading telecommunication providers, connecting rural areas with high speed internet, in the past few years Xplornet has launched 2 new satellites and extended their service area.

In 2013 Xplornet net was looking for a new marketing partner to vamp up their digital marketing strategy and lead generation. Green Lotus was able to increase overall PPC Conversion Rate by 300% and Google AdWords campaign RIO improved by 475%

✓ **Effective Strategies:**

One of the first recommendations was to expand Xplornet's digital marketing strategy, creating dedicated campaigns each targeted rural area, and dedicated landing pages that include specifics on service features, benefits, promotions and pricing. This strategy allowed us to measure the effectiveness of each Xplornet service ad, in each targeted location, providing valuable insights on when to adjust bidding to capitalize on traffic, how to continue to optimize campaigns and maximize digital marketing ROI.

✓ **Tracking Tools:**

Data does not lie! Green Lotus implemented several tracking tools including dynamic phone tracking, landing page A/B testing and analytics in order to collect valuable campaign data and measure the real impact of digital marketing strategies on the business bottom line. These metrics form the basis of all strategy recommendations, and drive effective decision making.

✓ **Ongoing Reporting & Consultation**

Green Lotus values transparency and openly shares campaign metrics with clients during weekly and/or monthly meetings. Our goal is to empower our clients with the information, knowledge and data they need to make the most effective decisions about their digital marketing strategy.

View Full Case Study



PPC Service Case Study



Xpeditr is a premier wine transportation and storage company targeting Canada and USA. Xpeditr was experiencing difficulty generating leads for their business. They had no rankings on the first 10 pages of Google, they received very few leads through their website, and a prior PPC campaign managed by a big local agency was costly and not as effective as expected.

Green Lotus was able to implement the latest technologies in landing page optimization, dynamic phone tracking and machine learning to optimize campaigns, maximize the effectiveness of any media buy, and generate qualified leads within a short amount of time.

