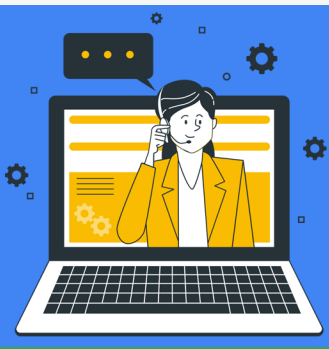
MIKE NCUBE

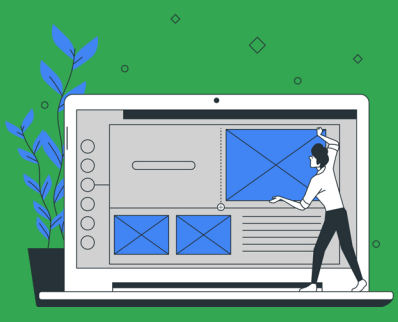
Google Ads Process

I have a simple Google Ads process that you can find out more about below. This sets out what you can expect when you contact me to find out more about my Google Ads and digital marketing services.

First Contact

When you reach out to me whether by phone, email or chat we will discuss where you are at the moment with your Google Ads advertising. We will discuss the nature of your business and what products or services you provide. I'll seek to understand if you are looking to set up new campaigns or are running any campaigns and how they are performing.





Google Ads Brief

Next I'll share my brief via email.

In the brief you will provide your website which I'll need to review and send you recommendations for landing pages and which ones to use. You will also provide details like what products or services you want promote and who your target markets are. And you'll send me keywords and competitors which will help me to research the market and see what the potential size is.

Google Ads Review

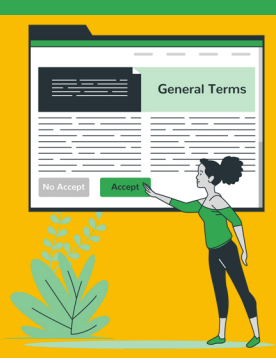
I'll then carry a quick review of everything you've provided including any Google Ads campaigns you've run or are running. I'll use some online tools to research competitors to see what ads they are running and keywords they have and how much they spend on Google Ads campaigns on average per month.

Proposal & Quote

Next, I work on a proposal that includes the goals we want to achieve, a sample of keywords we want to add, what budget we will assign, the campaign types we will set up and what I charge for my work. I'll send the proposal by email in PDF format which you can download and print if required. You will then review it and note down any points or questions that you have, which we can discuss over a call.

Discussion

We will then arrange time to discuss the proposal and I'll answer any questions that you have. During our discussion we will discuss the metrics that we want to reach and you'll let me know if there's anything you would like to change there. And we will discuss the budget too and other areas and see what can be adjusted to achieve the goals.



Sign-off

If you're happy with everything and are ready to get started, please click the 'Accept' button to accept the proposal. I then request access to your accounts like Google Ads, Google Merchant Center and Google Analytics if you've already created these. If not I'll create new ones for you if required and as discussed earlier. I'll also await an NDA from you if you require one to be signed, and we are good to go.

Email me on info@mikencube.co.uk or
visit me at https://www.mikencube.co.uk