

The fast, turn-key way to market your business online. We establish/enhance your digital advertising account. You control the budget. You retain ownership.

- Initial Account Structuring, including Multiple Ad Groups for Enhanced Targeting
- Proper Radius or Specific Community Geo-targeting in the Selected Markets
- Customized Keywords Tailored to Your Business/Institution
- Expanded Text Ads with Full Extensions for Reduced PPC Costs
- Topic, Interest, Site-Specific Placement (for greater user engagement)
- Above the Fold Ad Placement (to avoid scrolling)
- Enhanced Mobile Targeting (demographic/product dependent)
- Text Display Ads Delivered via User's Gmail Interface
- Re-Marketing Elements Connected to Client's Pre-Established Tag Structure
- Full Campaign Integration with Google Analytics
- Restrictions from Sexually Explicit or Graphic Violence Sites
- Content Sensitive Ad Placement for Maximum Engagement
- Establish Individual Programs and Service Offerings
- YouTube Video Campaigns with Content-Specific Targeting
- Utilize New or Existing Video Assets

Massmedia offers a powerful and easy to implement approach to digital marketing. getting you up and running quickly. We link your Google Adwords account with your credit card, for complete transparency. Massmedia commission will be charged monthly, based on your budget that month.

*Custom Packages available,
or choose from the following:*

A } BASIC SEARCH

2 brands, products, or services,
with expanded text ads.

Setup Investment = \$3750

Suggested Monthly Google Budget:
\$750 - \$1750

B } SEARCH & DISPLAY

3 brands, products, or services,
with expanded text ads.

3 display campaigns, with
initial banner ad set included.

Setup Investment = \$4750

Suggested Monthly Google Budget:
\$1500 - \$3000

C } EXPANDED SEARCH & DISPLAY

4 brands, products, or services,
with expanded text ads.

4 display campaigns, with
initial banner ad set included.

One re-marketing campaign included.

Setup Investment = \$5750

Suggested Monthly Google Budget:
\$2250 - \$4500

OPTIONAL

Additional product/service ad groups

Expanded key words

Pre-roll video campaigns

Digital video production

Product/page specific remarketing

Search Engine Optimization (SEO) consulting

Social media integration