
EGO MARKETING

GOOGLE ADS & DIGITAL ADVERTISING

Paid visibility with a clear purpose.

A practical guide to search intent, targeting, campaign structure, conversion tracking, optimization, reporting, and accountable growth.

Denver, Colorado · Serving businesses nationwide

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THE MOMENT OF INTENT

Reach customers while they are actively looking.

Google Search advertising can place a relevant business in front of people who are expressing a need, comparing options, or preparing to act.

Be present

Enter the consideration set at the moment a relevant search occurs.

Be useful

Match the search with a clear offer, credible message, and appropriate destination.

Be measurable

Track which interactions lead to calls, inquiries, bookings, or sales.



WHY SEARCH ADVERTISING

The goal is not maximum reach. It is relevant opportunity.

A focused campaign connects the right search, customer, message, landing page, and business objective instead of buying attention without a clear path to value.

AVOID

Activity without direction

Traffic for traffic's sake

Clicks can consume budget without creating qualified opportunities.

One message for everyone

Broad, generic campaigns weaken relevance and make decisions harder.

BUILD

A clear path to action

Intent-aligned targeting

Prioritize searches and audiences that fit the offer and service area.

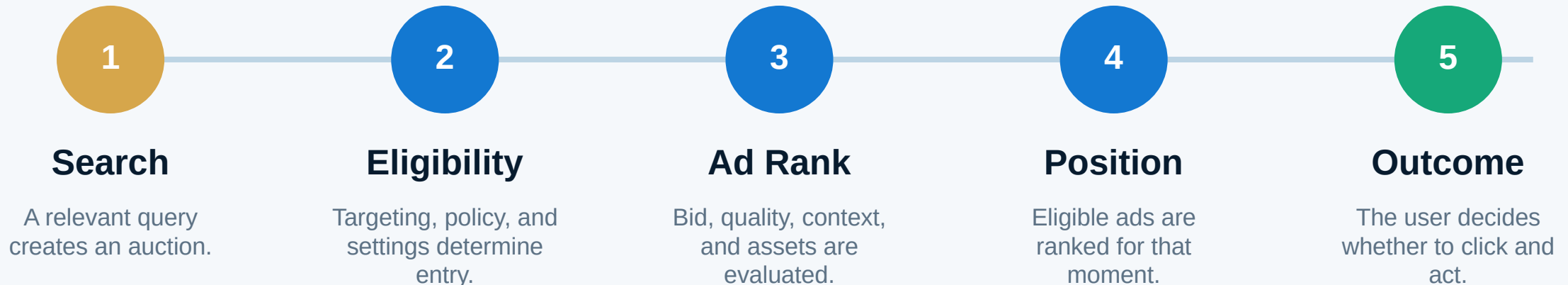
Outcome-based measurement

Optimize toward meaningful actions and better lead quality.

THE AD AUCTION

The highest bid does not automatically win.

For each eligible opportunity, Google evaluates Ad Rank using the bid, ad quality, auction context, thresholds, and the expected impact of assets and formats.

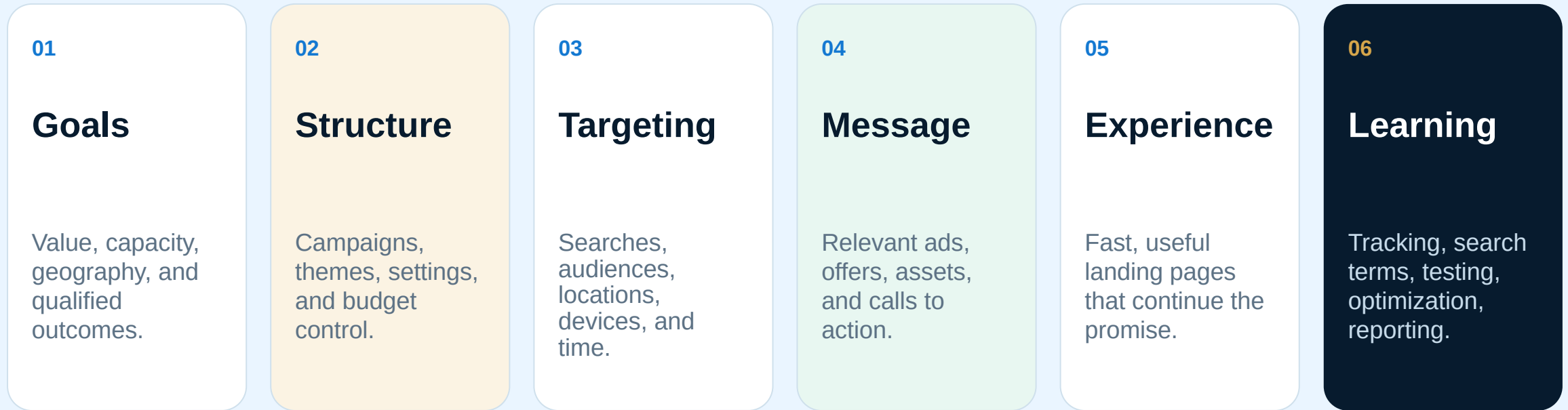


Strong advertising aligns the bid with relevance, experience, and business value.

THE COMPLETE CAMPAIGN SYSTEM

Google Ads is connected work, not a launch button.

Results depend on six disciplines working together around one business goal.



GOOGLE AI + PROFESSIONAL STRATEGY

Automation can optimize the auction. It cannot define the business.

Smart Bidding can adjust bids at auction time using contextual signals. A professional must still choose the goal, protect the data, set guardrails, judge lead quality, and decide what should change.

Google AI can

Evaluate signals · set auction-time bids · combine assets · identify patterns

EGO Marketing owns

Goals · measurement · structure · exclusions · lead quality · judgment · accountability



The campaign starts with the business model.

We define what a valuable opportunity looks like before choosing keywords, budgets, bidding, or creative.

01

Offer

What is being promoted, why it matters, and what makes it credible.

02

Economics

Lead value, close rate, margin, repeat value, and acceptable acquisition cost.

03

Capacity

How many calls, bookings, appointments, or sales the business can handle.

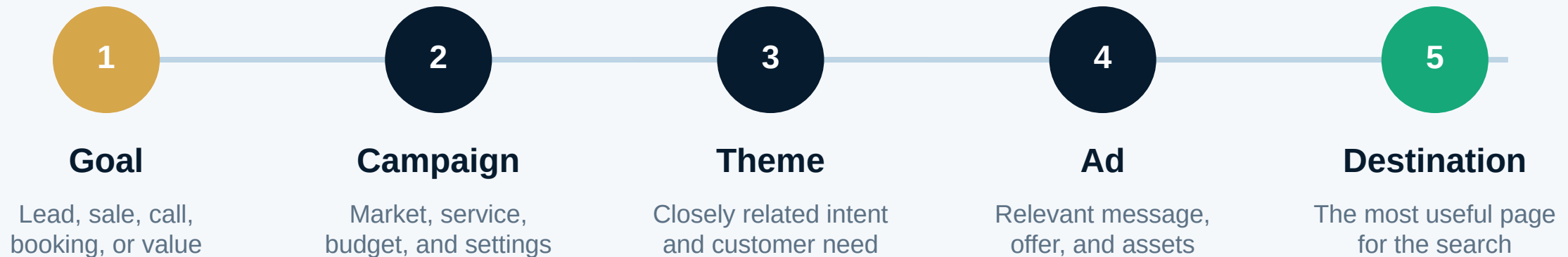
04

Boundaries

Service area, schedule, exclusions, priorities, and operational constraints.

Clear structure creates cleaner decisions.

A disciplined account separates goals, services, markets, messages, and budgets so performance can be understood and improved.



Target intent, then learn from real searches.

Keywords establish targeting. Search-term review reveals what people actually typed, where opportunity is emerging, and where budget is being wasted.

Target

- Commercial themes
- Service + location intent
- Urgent and high-value needs
- Useful match-type control

Exclude

- Irrelevant services
- Jobs and education
- DIY or free intent
- Unqualified locations

Refine

- Review search terms
- Promote strong patterns
- Add negatives carefully
- Adjust structure and bids

Negative keywords protect relevance, but careless exclusions can also block useful demand.

CAMPAIGN TARGETING

Good targeting reflects how the business actually operates.

Location, schedule, device behavior, audiences, and exclusions should support the offer instead of adding complexity without a purpose.

Geography

Serve the correct cities, regions, radius, or national markets.

Schedule

Align delivery with availability, response time, and customer behavior.

Devices

Understand how mobile, desktop, calls, and forms contribute to action.

Audiences

Use relevant segments, remarketing, and exclusions as supporting signals.

Flexible combinations still need a disciplined message.

Google can test combinations of headlines and descriptions. The input library must remain accurate, useful, distinctive, legally appropriate, and coherent in different combinations.

Message library

- Benefits
- Proof and trust
- Offer details
- Calls to action

Platform learning

- Different combinations
- Contextual selection
- Asset reporting
- Ongoing replacement

Human control

- Brand accuracy
- Required language
- Promise consistency
- Policy awareness



MESSAGE-TO-PAGE ALIGNMENT

The click should continue the promise.

A useful landing page should match the search and ad, make the offer easy to understand, work well on mobile, and provide a clear next step.

Relevant

The page answers the need expressed in the search and ad.

Credible

The visitor can understand the business, offer, proof, and expectations.

Actionable

Calls, forms, bookings, or purchases are clear and functional.

CONVERSION MEASUREMENT

Measure meaningful actions, not only clicks.

Conversion tracking connects advertising interactions to customer actions such as calls, form submissions, bookings, purchases, and selected offline outcomes.

1

Define

Choose which actions represent genuine business value.

2

Implement

Configure website, call, and selected offline measurement.

3

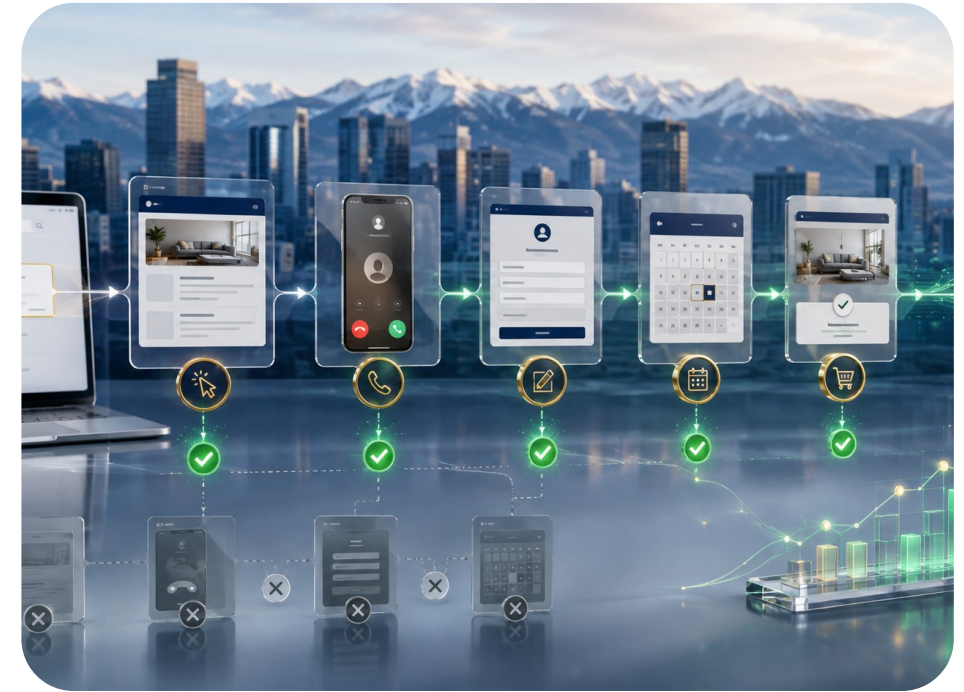
Verify

Confirm that important actions record accurately and consistently.

4

Use

Optimize toward the outcomes the business actually wants.



Tracking quality determines the quality of automated learning and performance decisions.

BEYOND THE PLATFORM

A conversion is useful only when it represents real opportunity.

We look beyond click and lead counts to understand whether the campaign is attracting the right people and supporting the sales process.



BUDGET AND BIDDING

A budget is a business decision, not a platform suggestion.

The budget and bidding strategy should reflect demand, competition, goals, data quality, acceptable acquisition cost, and the amount of learning the campaign can support.

01

Set the objective

Choose leads, sales, calls, bookings, or conversion value and define how success will be judged.

02

Set guardrails

Set media budget, markets, priorities, exclusions, and acceptable performance ranges.

03

Let the system learn

Use reliable measurement, sufficient time, and controlled changes so bidding can respond to real evidence.

Management fees and advertising spend are separate so each can be evaluated clearly.

Optimization is often the disciplined removal of waste.

We continuously evaluate where spend is going, what is producing meaningful outcomes, and which settings or searches deserve a different decision.

01

Search terms

Find irrelevant or emerging intent.

02

Negatives

Block waste without excluding good demand.

03

Locations

Reduce spend outside useful markets.

04

Budgets

Move investment toward stronger priorities.

05

Assets

Replace weak messages and improve clarity.

Test meaningful changes instead of guessing.

Experiments are most useful when one important variable changes, measurement remains stable, and the result can influence a real business decision.

CONTROL

Current approach

Stable foundation

Keep the original campaign, budget split, tracking, and success definition clear.

Known baseline

Understand what the comparison is intended to improve.

EXPERIMENT

One focused change

Test deliberately

Change a bidding strategy, message, audience, landing page, or campaign setting with a clear hypothesis.

Apply evidence

Scale, revise, or stop based on the result and business context.

Reports should explain what happened and what comes next.

EGO Marketing translates platform activity into business-facing insight, completed work, risks, opportunities, and clear recommendations.

Outcomes

Conversions, calls, leads, sales, value, and lead quality.

Efficiency

Cost, conversion rate, acquisition cost, and budget allocation.

Learning

Search terms, audiences, locations, assets, tests, and auction movement.

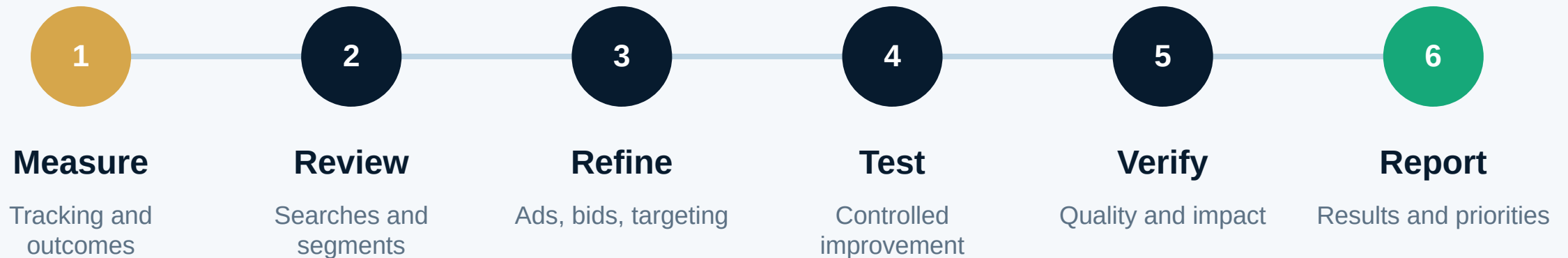
Actions

Changes completed, open questions, next priorities, and decisions needed.

HOW MANAGEMENT WORKS

A disciplined optimization rhythm keeps the campaign accountable.

We protect measurement, review performance, make focused changes, verify the effect, and communicate the next priorities.



Optimization frequency and reporting cadence follow the selected advertising plan.

THE FIRST 90 DAYS

Build the foundation, learn responsibly, then improve.

The initial term gives the account enough time to establish measurement, collect useful evidence, refine targeting, and make decisions without reacting to every short-term fluctuation.

MONTH 1

Build

- Business goals
- Account and campaign structure
- Tracking configuration
- Keywords and exclusions
- Ads, assets, and launch

MONTH 2

Learn

- Search-term review
- Lead-quality feedback
- Budget and bid checks
- Targeting refinements
- Tracking verification

MONTH 3+

Improve

- Controlled testing
- Creative refinement
- Budget reallocation
- Landing-page priorities
- Clear reporting and next steps

This is why EGO Marketing advertising plans begin with a three-month minimum commitment.

ADVERTISING MANAGEMENT INVESTMENT

Three levels of campaign support.

Choose the plan that matches the number of platforms, active campaigns, testing needs, reporting cadence, and level of strategic coordination.

STANDARD \$900 per month A focused starting point for one advertising platform. GOOGLE ADS READY	GROWTH \$1,650 per month More campaigns, a second platform, and closer optimization. MOST POPULAR	MULTI-CHANNEL \$2,800 per month Coordinated search, social, and display advertising. FULL-FUNNEL
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Advertising spend is separate · Three-month minimum · Save 8% with six months · Save 15% with twelve months

STANDARD

\$900

per month

For businesses ready to launch one focused advertising platform.

Best for a concentrated Google Ads strategy with clear goals, controlled scope, and monthly management.

GOOGLE ADS READY

What's included

- One advertising platform
- Up to two active campaigns
- Keyword and audience research
- Ad copy and campaign setup
- Conversion tracking configuration
- Negative keyword management
- Bid and budget optimization
- Monthly performance reporting

A clear entry point for professional campaign setup, tracking, optimization, and reporting.

GROWTH

\$1,650

per month

For growing campaigns that need more reach, testing, and attention.

Best for businesses using up to two platforms, multiple campaigns, retargeting, and closer optimization.

MOST POPULAR

What's included

- Up to two advertising platforms
- Up to five active campaigns
- Advanced keyword and audience targeting
- Conversion and call tracking
- Retargeting campaign management
- Ad copy and creative A/B testing
- Cross-platform budget optimization
- Biweekly optimization and reporting

The strongest balance of campaign scale, retargeting, testing, tracking, and hands-on optimization.

MULTI-CHANNEL

\$2,800

per month

For businesses coordinating demand across the full customer journey.

Best for search, social, and display campaigns that need shared strategy, measurement, testing, and weekly attention.

FULL-FUNNEL

What's included

- Three coordinated advertising channels
- Full-funnel campaign strategy
- Search, social and display campaigns
- Advanced audience segmentation
- Creative and landing-page testing
- Cross-channel conversion tracking
- Weekly budget and bid optimization
- Monthly strategy and performance review

Coordinated strategy for businesses that need channels to work together instead of operating in isolation.

PACKAGE COMPARISON

Choose the management level that fits the advertising program.

Final scope follows a review of platforms, goals, markets, campaign count, tracking readiness, creative needs, and reporting expectations.

	Standard	Growth	Multi-Channel
Monthly fee	\$900	\$1,650	\$2,800
Platforms / channels	1	Up to 2	3 coordinated
Active campaigns	Up to 2	Up to 5	Full-funnel scope
Tracking	Conversions	Conversions + calls	Cross-channel
Retargeting	Custom review	Included	Included
Creative testing	Ad copy	Copy + creative	Creative + landing page
Optimization	Monthly	Biweekly	Weekly
Reporting	Monthly	Biweekly	Monthly strategy review
Best fit	Focused launch	Growing program	Coordinated growth

3 months: standard rate · 6 months: save 8% · 12 months: save 15%

SCOPE AND INVESTMENT CLARITY

Know what management includes and what is paid separately.

Clear boundaries make campaign costs easier to understand and protect the quality of the selected service level.

Included in the selected plan

- Campaign strategy, setup, and management in scope
- Targeting, ad copy, optimization, and reporting listed
- Tracking configuration appropriate to the selected plan
- Ongoing recommendations and documented next steps
- Clear communication about budget and performance

Paid or quoted separately

- Advertising spend paid directly to each platform
- New landing pages, redesigns, or custom development
- Major photo, video, or design production beyond plan scope
- Third-party software, call tracking, feeds, or licenses
- SEO, website maintenance, or unrelated marketing services

Results depend on market demand, competition, budget, website quality, offer, sales follow-up, and other factors. No position, lead volume, or revenue is guaranteed.

Professional campaign management should have a reliable foundation.

Our approach is informed by current first-party Google Ads guidance and adapted to the goals, resources, and operating realities of each business.

AUCTION	About Ad Rank and the Google Ads auction	support.google.com/google-ads
TARGETING	Keyword matching and negative keywords	support.google.com/google-ads
ADS	Responsive search ads and assets	support.google.com/google-ads
LANDING PAGE	Landing-page experience and message alignment	support.google.com/google-ads
MEASUREMENT	Google Ads conversion measurement	support.google.com/google-ads
BIDDING	Smart Bidding and auction-time optimization	support.google.com/google-ads
TESTING	Custom experiments and auction insights	support.google.com/google-ads

READY WHEN YOU ARE

Turn search demand into measurable opportunities.

Start with a conversation about your offer, customers, service area, current advertising, budget, and growth priorities. We will identify the strongest starting point and recommend the right management plan.

1 Request an advertising opportunity review

Tell us what you sell, where you operate, and what a valuable lead or sale looks like.

2 Receive a focused campaign recommendation

We define channels, priorities, tracking, scope, management level, and investment.

