

# PPC Onboarding Process

Clients will reach out to Anna, Ashley, support, etc. or directly to us wanting information on PPC.

You will be cc'd on the email and you will send an email similar to the one below:

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SUBJECT: GET STARTED WITH PPC HERE AT PMW

"Hi [CLIENT NAME],

This is [SAMANTHA with Property Manager Websites, and I am the [DIRECTOR OF PAID SEARCH]. I wanted to reach out to introduce myself and give you some information regarding our Paid Search services here at PMW. Google Ads, Bing Ads & Facebook Ads are a great way to get your business in front of users who are actively searching for your services, and are a great lead generation source. I have included a little more information about our Ads set up, fees, and how to get started with your Ads account in this email.

Our Google Ads, Bing Ads & Facebook Ads services start with an initial one time setup fee of \$299. Additionally, there will be a monthly management fee of \$299. The monthly management fee will ensure that your account is up to par each and every day it is active. I will be in your account daily making sure your daily budget is set correctly, optimizing keywords, optimizing ads, making sure ads are approved and running, sending monthly reports, and notifying you of any potential account opportunities.

Ads are also known as "Pay Per Click". Hence the name, you will essentially be paying for the amount of clicks you receive. Depending on the areas you service, and the competition in those areas, your budget can vary. If you are interested in this service, please fill out the form at the link below. This form will help me formulate an estimated Ads monthly spend, and will be the first steps of getting you started with your Ads account. Once the form is submitted, we will then schedule an onboarding call where I can take you more in depth of what your account would look like, and if you choose to move forward, we can set up a launch call where your account will go live within the search network.

Please follow the link below to fill out the Ads Onboarding form.

<https://share.hsforms.com/1ihAij-EZQh6a8PDFDGsJ7Q4g9wd>

I look forward to speaking with you and getting started on your paid search accounts!

Thank you, "  
-----

The form in the email above will get filled out by the client and automatically go into Hubspot under Paid Search Deals - Prospect

The client is also prompted to schedule a time to chat with us on an onboarding call - \*\* If they do not schedule a call, send them your ONBOARDING CALL calendar link in an email similar to the one below:

-----  
SUBJECT: PPC MEETING REQUEST

"Hello [CLIENT NAME],

Thank you so much for filling out the Google Ads form.

Below is a link for you to schedule a meeting with me at your convenience.

[<https://meetings.hubspot.com/google-ads-onboarding/google-ads-onboarding-call> - INSERT YOUR CALENDAR LINK HERE]

I look forward to speaking with you.

Thank you, "

-----  
The client will then schedule with you and it will automatically be put on your Google Calendar (always make sure you are looking at your calendar to see what kind of calls you have that week/day!)

For the onboarding process, you will have 4 different types to prepare for depending on what they mention in their email. If they just want Google Ads, all you need to prepare for is Google Ads, if they only want Facebook Ads, then you only need to prepare for Facebook Ads. All three examples are listed below.

### **GOOGLE ADS ONBOARDING:**

Clients will list out roughly 5+ areas they want to target for Google Ads.

Example: Naples, North Naples, Bonita Springs, Estero & Fort Myers.

You will plug these areas into the [AdWords Keyword Generator](#) one location at a time.

# Adwords Keyword Generator

Add one city per line

Property Management

HOA

Vacation

City

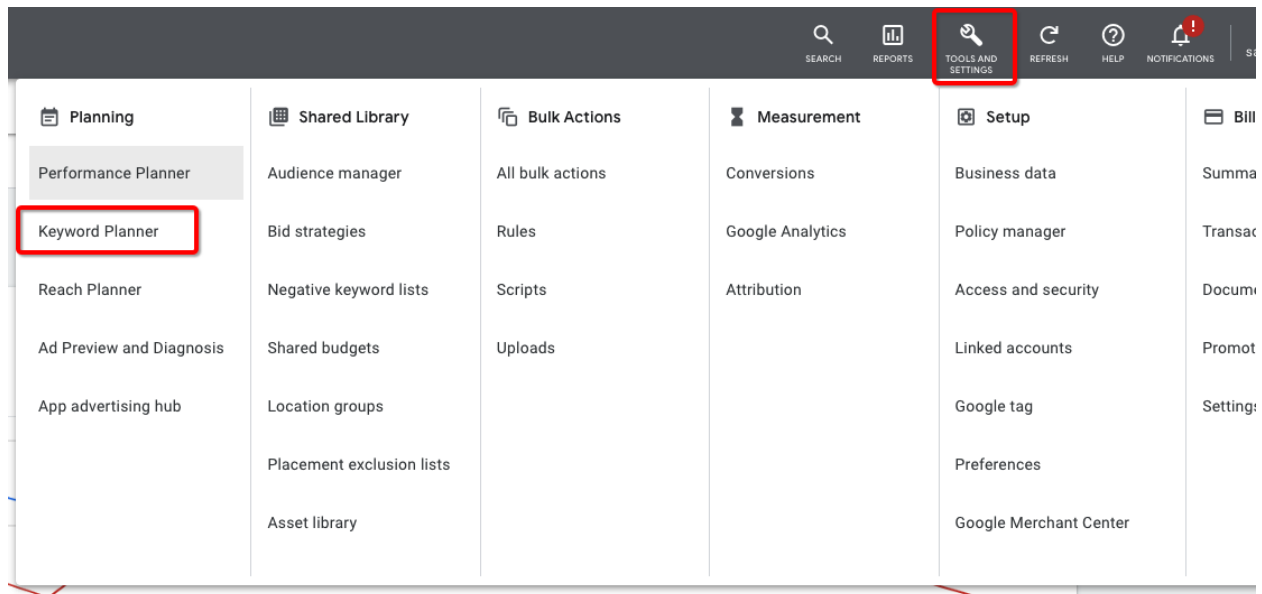
## Property Management

Copy

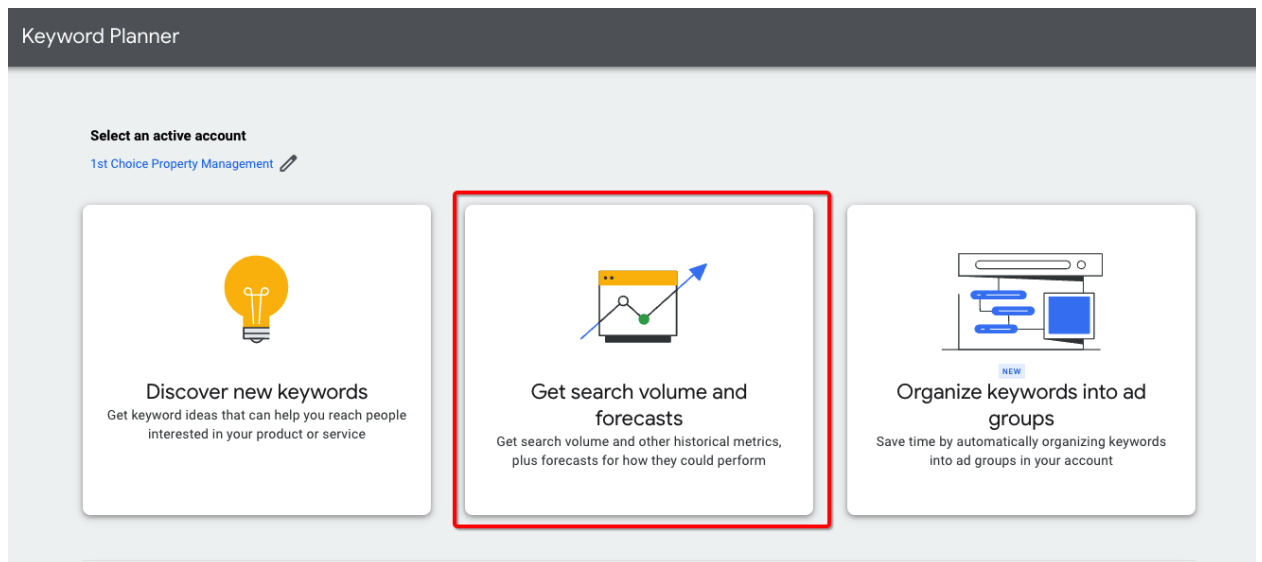
```
[Naples Property Management]
[Naples Property Management Company]
[Naples Property Managers]
[Property Management Companies Naples FL]
[Property Management Companies in Naples FL]
[Property Management Company Naples]
[Property Management Company in Naples]
[Naples Real Estate Management]
[Naples Residential Property Management]
[Real Estate Management Naples]
[Residential Property Management Naples]
[Naples Property Management Companies]
[Property Management Naples]
[Property Management Companies Naples]
[Property Management Companies Naples Florida]
[Property Management Companies in Naples]
[Property Management Companies in Naples Florida]
[Property Manager Naples]
```

You will then copy these keywords and paste them into the keyword planner directly in Google Ads (you MUST be in an account to do this)

Go to TOOLS & SETTINGS - KEYWORD PLANNER



Then click on “GET SEARCH VOLUME & FORECASTS”



Enter in keywords - click get started

Select an active account

1st Choice Property Management 

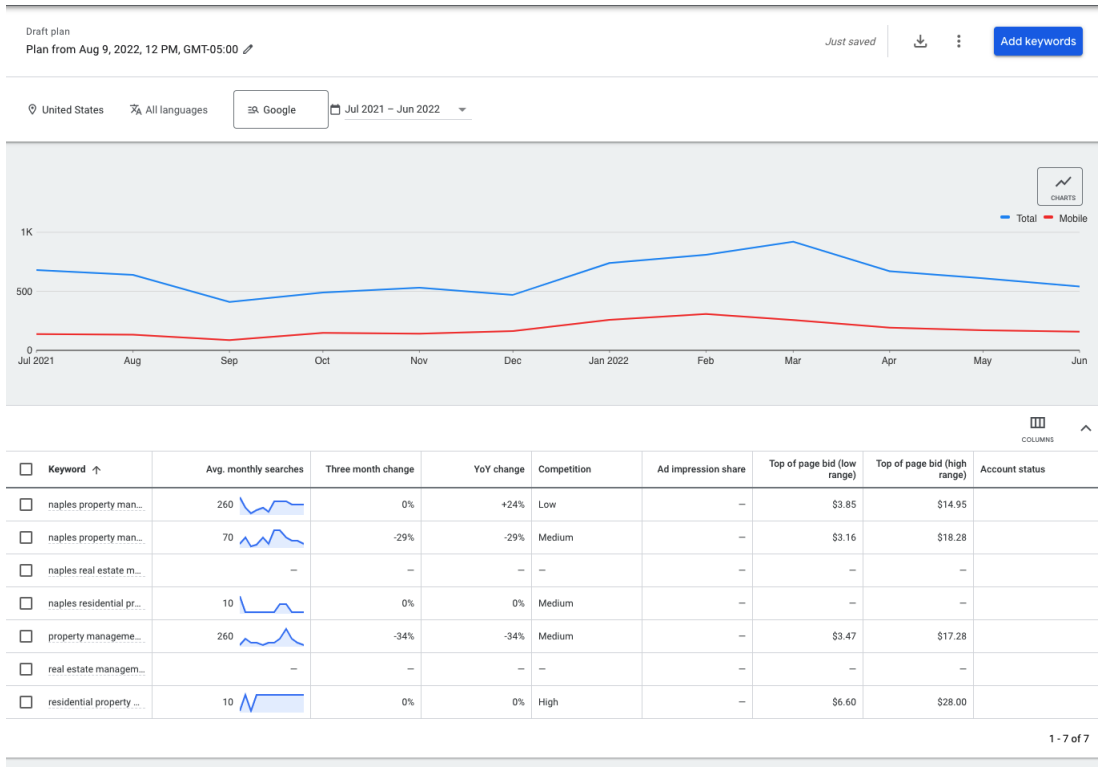
Get search volume and forecasts

- [Property Management Companies in Naples FL]
- [Property Management Company Naples]
- [Property Management Company in Naples]
- [Naples Real Estate Management]
- [Naples Residential Property Management]
- [Real Estate Management Naples]
- [Residential Property Management Naples]
- [Naples Property Management Companies]
- [Property Management Naples]
- [Property Management Companies Naples]
- [Property Management Companies Naples Florida]
- [Property Management Companies in Naples]
- [Property Management Companies in Naples Florida]
- [Property Manager Naples]

 Upload a file

**Get started**

You will then be shown the search volume estimates for the last 12 months



You will get an average of these searches for ALL Keywords

For example, the above would be about 750 estimated searches per month - you will then get an average of the cost per click (be sure to look at low rang & high range bids) - \$12 average cpc

Next, you will enter this information into the [BUDGET ESTIMATES](#) sheet

Scroll all the way to the bottom of the page, copy and paste the last areas that were imputed, change out the city names for the new city names, and enter in the correct search volume estimates and average cpc's - the other columns will auto populate

The # of clicks and Suggested budget columns do have formulas in them, so if you need to add more columns, then you will need to bring down the formulas from both columns. You will also need to redo the TOTALs column as well if you add more areas.

**ALWAYS OVERESTIMATE THE NUMBER OF SEARCHES PER MONTH** - we do this because we would rather have the monthly budget set to \$50 higher than what they need, instead of \$50 lower and their account struggling.

**BUDGET ESTIMATES** ☆ 📄 🔄

File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

100% \$ % .0 .00 123 Roboto 10 B I U A

	A	B	C	D	E
2749					
2750	<b>AREAS</b>	<b># OF SEARCHES PER MONTH</b>	<b># OF CLICKS PER MONTH</b>	<b>AVERAGE COST PER CLICK</b>	<b>SUGGESTED BUDGET</b>
2751	Daytona	320	16	\$5	\$80.00
2752	Daytona Beach	270	13.5	\$8	\$108.00
2753	Ormond Beach	110	5.5	\$8	\$44.00
2754	Ormond by the Sea	0	0		\$0.00
2755	Palm Coast	240	12	\$8	\$96.00
2756	<b>TOTAL</b>	<b>940</b>	<b>47</b>		<b>\$328.00</b>
2757					
2758					
2759	<b>AREAS</b>	<b># OF SEARCHES PER MONTH</b>	<b># OF CLICKS PER MONTH</b>	<b>AVERAGE COST PER CLICK</b>	<b>SUGGESTED BUDGET</b>
2760	Naples	270	13.5	\$12	\$162.00
2761	North Naples		0		\$0.00
2762	Bonita Springs		0		\$0.00
2763	Estero		0		\$0.00
2764	Fort Myers		0		\$0.00
2765	<b>TOTAL</b>	<b>270</b>	<b>13.5</b>		<b>\$162.00</b>
2766					
2767					
2768					
2769					
2770					

This sheet will give you the total budget for all 5 areas the client wants to target

Once you have all locations suggest budgets, # of clicks & # of searches in the spreadsheet, you will copy and paste this over HubSpot in the notes section of the deal name/account

The screenshot shows the HubSpot Deals pipeline view. At the top, the 'Deals' dropdown is highlighted in red, and the 'Paid Search' pipeline is selected. Below the pipeline, there are filters for 'Deal owner', 'Create date', 'Last activity date', and 'Close date'. The pipeline stages are: NON-RESPONSIVE (0), PROSPECT (2), ONBOARDING CALL (1), and AWAITING RESPONSE (0). Three deal cards are visible:

- Main Street Properties**: Amount: \$299, LS icon, No activity for 8 days, ! No activity scheduled.
- H3 Property Management**: Amount: \$299, TH icon, Note 8 minutes ago, ! No activity scheduled. This card is highlighted with a red border.
- Unicenter Management - Google Ads**: Amount: \$299, FB icon, Email 8 days ago, ! No activity scheduled.

The screenshot shows the details for the deal 'H3 Property Management'. The 'Notes' tab is selected and highlighted with a red border. A note by Samantha Adams is displayed, containing a table with budget information:

AREAS	# OF SEARCHES PER MONTH	# OF CLICKS PER MONTH	AVERAGE COST PER CLICK	SUGGESTED BUDGET
Bozeman	2,500	125	\$7	\$875.00

Below the table, there is a 'Hide comment' link and a comment from Samantha Adams: 'Client only wants to target Bozeman, MT. Suggesting a monthly budget of \$875 per month'. Another comment from Samantha Adams is partially visible: 'Send your colleague a notification by typing @ followed by their name. Only users in your organization can see comments.'

**\*\*YOU WILL USE THIS INFORMATION ON THE ONBOARDING CALL WITH THE CLIENT\*\***

**REMARKETING ADS ONBOARDING: (CLIENT CAN ONLY RUN  
REMARKETING ADS IF THEY HAVE NORMAL GOOGLE TEXT ADS  
RUNNING)**

Remarketing Ads budget: \$200 per month (roughly \$6 per day) is what we usually recommend for Remarketing Ads budgets.

Remarketing Ads have a cost per click of less than \$1, so this would give them about 6 clicks per day on the remarketing ads.

**BING ADS ONBOARDING:**

Clients will list out roughly 5+ areas they want to target for Google Ads.

Example: Naples, North Naples, Bonita Springs, Estero & Fort Myers.

You will plug these areas into the [AdWords Keyword Generator](#) one location at a time.



# Adwords Keyword Generator

Add one city per line

Property Management

HOA

Vacation

City

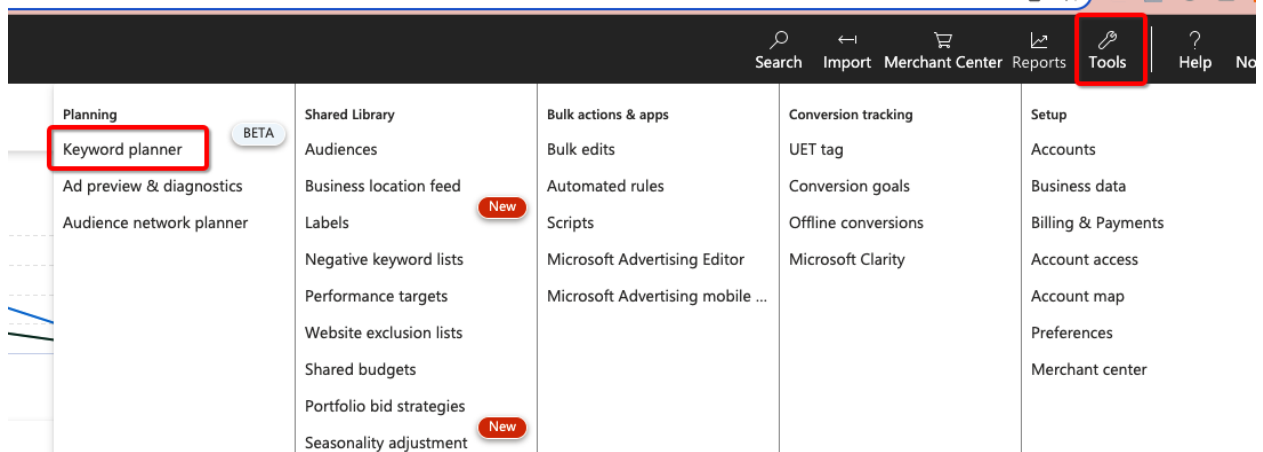
## Property Management

Copy

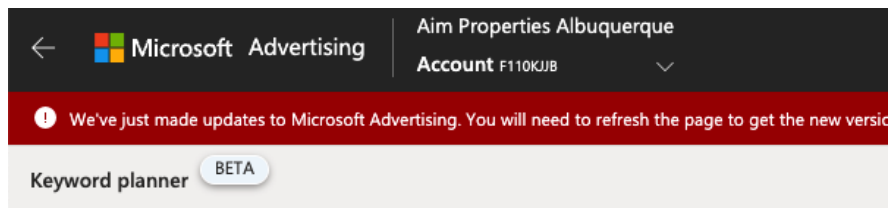
```
[Naples Property Management]
[Naples Property Management Company]
[Naples Property Managers]
[Property Management Companies Naples FL]
[Property Management Companies in Naples FL]
[Property Management Company Naples]
[Property Management Company in Naples]
[Naples Real Estate Management]
[Naples Residential Property Management]
[Real Estate Management Naples]
[Residential Property Management Naples]
[Naples Property Management Companies]
[Property Management Naples]
[Property Management Companies Naples]
[Property Management Companies Naples Florida]
[Property Management Companies in Naples]
[Property Management Companies in Naples Florida]
[Property Manager Naples]
```

You will then copy these keywords and paste them into the keyword planner directly in Bing Ads (you MUST be in an account to do this)

Go to [TOOLS - KEYWORD PLANNER](#)



Click “Get Search Volume Data & Trends”



### Find new keywords

[> Search for new keywords using a phrase, website, or category](#)


### Plan your budget and get insights for keywords

[> Get search volume data and trends](#)

[> Get performance and cost estimates](#)

Enter in the keywords & click Get Search Volume

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 **Plan your budget and get insights for keywords**

✓ **Get search volume data and trends**

**Option 1: Enter keywords**

[Property Management Companies in Naples Florida]  
[Property Manager Naples]

**Option 2: Upload file with keywords**

Choose file...

We accept .csv or text files with one keyword per line and no punctuation.

**Targeting** 


Language

English 

Location

United States 

Search Network


All search networks (Bing and  
Yahoo! search and syndicated  
search partners) 

Negative keywords



**Date range** 

Date range

Last 12 months 

**Get search volume**

---

You will then be brought to the search volume trends screen where you will see the graph and the keywords with the average monthly searches.

Look at both areas (the graph and text) with how much search volume there is on average per month. Always estimate on the higher end.

Keyword planner > Results BETA

Keywords  
  [Modify search](#)

**Targeting** ⓘ

Language  
English ⓘ

Location  
United States ⓘ

Search Network  
All search networks (Bing and Yahoo! search and syndicated search partners) ⓘ

Negative keywords  
ⓘ

**Date range** ⓘ

Date range  
Last 12 months ⓘ

**Search options** ⓘ

Keyword Filters  
ⓘ

Keyword Options  
Show keywords in my account ⓘ

Keywords to include  
ⓘ

Search volume trends

Average monthly searches

**Ad group suggestions** | **Keyword suggestions**

<input type="checkbox"/>	Ad group (by relevance)	Keywords	Average monthly searches ⓘ	Competition ⓘ
<input type="checkbox"/>	Property Management Naples (5)	[naples property management companies], [naples property manage...	60	Low
<input type="checkbox"/>	Property Management Company Naples (9)	[property management companies in naples fl], [property managemen...	80	Low
<input type="checkbox"/>	Keyword Like: [naples real estate management] (4)	[naples real estate management], [naples property managers], [proper...	20	-

Show rows:  ⓘ

Enter this information into the Budget Estimates spreadsheet - label it Bing Ads so you know what is what

Next, you will enter this information into the [BUDGET ESTIMATES](#) sheet

Scroll all the way to the bottom of the page, copy and paste the last areas that were imputed, change out the city names for the new city names, and enter in the correct search volume estimates and average cpc's - the other columns will auto populate

The # of clicks and Suggested budget columns do have formulas in them, so if you need to add more columns, then you will need to bring down the formulas from both columns. You will also need to redo the TOTALS column as well if you add more areas.

3330	Wellborn	10	0.5	\$7	\$3.50
3331	TOTAL	430	21.5		\$135.00
3332					
3333					
3334	AREAS <b>BING ADS</b>	# OF SEARCHES PER MONTH	# OF CLICKS PER MONTH	AVERAGE COST PER CLICK	SUGGESTED BUDGET
3335	Naples	160	8	\$5	\$40.00
3336	North Naples		0		\$0.00
3337	Fort Myers		0		\$0.00
3338	Estero		0		\$0.00
3339	Bonita Springs		0		\$0.00
3340	TOTAL	160	8		\$40.00
3341					
3342					
3343					

The cost per click will also ALWAYS be very low in Bing. We want this average cost per click to be around \$5 in our estimates.

This sheet will give you the total budget for all 5 areas the client wants to target

Once you have all locations suggest budgets, # of clicks & # of searches in the spreadsheet, you will copy and paste this over HubSpot in the notes section of the deal name/account

Deals ☰ ⋮ Paid Search ▼ All deals ▼

Search name or descri  Deal owner ▼ Create date ▼ Last activity date ▼ Close date ▼ ☰ All filters (0)

NON-RESPONSIVE	0	PROSPECT	2	ONBOARDING CALL	1	AWAITING RESPC
		<p><b>Main Street Properties</b> Amount: \$299 LS </p> <p>No activity for 8 days ! No activity scheduled</p> <p><b>Unicenter Management - Google Ads</b> Amount: \$299 FB </p> <p>Email 8 days ago ! No activity scheduled</p>		<p><b>H3 Property Management</b> Amount: \$299 TH </p> <p>Note 8 minutes ago ! No activity scheduled</p>		

The screenshot shows a CRM interface for a deal named 'H3 Property Management'. The deal amount is \$299, and the stage is 'ONBOARDING CALL'. A note by Samantha Adams is highlighted, containing a table with the following data:

AREAS	# OF SEARCHES PER MONTH	# OF CLICKS PER MONTH	AVERAGE COST PER CLICK	SUGGESTED BUDGET
Bozeman	2,500	125	\$7	\$875.00

The note also includes a comment from Samantha Adams: 'Client only wants to target Bozeman, MT. Suggesting a monthly budget of \$875 per month'.

**\*\*YOU WILL USE THIS INFORMATION ON THE ONBOARDING CALL WITH THE CLIENT\*\***

## **FACEBOOK ADS ONBOARDING:**

Facebook Ads budget: \$300-\$500 per month (roughly \$10 - \$16 per day) is what we usually recommend for Facebook Ads budgets.

We can run Facebook Like Campaigns (if they have less than 500 likes on their Facebook Page then we 100% run this for at least 6 months to gain more likes to their page)

We can run Facebook Ads (if they have more than 500 likes on their FB Page) targeting owners and investors.

## **Onboarding Calls**

Once the client schedules the onboarding call with you - you will know the date and time of the call.

## **Call Sample Script:**

“Hello! How are you doing today? Are we waiting for anyone else to join the call? If so, mention that you do not mind waiting a few minutes for them to join.

On this call, we will be going over what Ads is, how we structure and strategize the accounts and what the next steps are to get started with your Ads account!

Ask if they have any questions before you get started.

I will specifically be going over Google Ads, however if you have any questions regarding Bing Ads or Facebook Ads, please let me know.

Google Ads are the ads that show up at the very top of the search results page. There are 4 ads that show at the very top of the page, and 3 that show at the bottom of the page. Ads will also show on pages 2, 3, 4, and so on - but our number one goal is to make sure your ads are showing in the top 4 positions on the very first page of search results. We want your ads to show in this space because this is where users will see you the most.

There are a few factors that play into where, how and when your ads show in this space.

The first is relevancy. We want to make sure your ads are as relevant on the search results page as possible. We build your ads account so your keywords, ads and landing pages all match and give the same message to the users. If a user is searching for [CITY NAME] Property Management, we want the ad to read [CITY NAME] Property Management and the user to go to the [CITY NAME] Property Management page on your site where they are able to fill out a form, give you a phone call or do more research on who you are, what you do, and why they should hire you.

The second factor that plays into how, where and when your ads show is budget. We want to make sure you are spending the correct budget for the areas and keywords we are targeting. If Google is recommending you spend \$1,000 per month and you only want to spend \$500 per month - that is roughly half of the budget recommendation from Google. This means that you will receive about  $\frac{1}{2}$  the amount of searches,  $\frac{1}{2}$  the amount of clicks, and  $\frac{1}{2}$  the amount of leads.

On the flip side, if Google is recommending you spend \$1,000 per month and you want to spend \$2,000 per month - that is double what Google recommends and chances are you will not spend that full budget. The budget is directly correlated to how many searches there are per month, and we cannot make more users search more often than they are already.

The third and final factor that plays into how, where and when your ads show is competition. If there is a high amount of competition in your area, you may not show number 1 all of the time, but could potentially show in the top 4 positions when searches are performed. Budget and relevancy has a lot to do with the competition in your area.

If you are spending what Google is recommending, targeting the exact same areas as your competitor, and your keywords, ads, and landing pages are relevant - chances are your ads are just going to toggle back and forth between one another.

If your ads are more relevant, your budget is more inline with what Google recommends, and you are more relevant than your competitors, then you are going to show higher on the search results page, and more often than your competitors. And vice versa.

Do you have any questions so far?

Next, we will go into how we build out, and structure your Google Ads account.

We will build out an account specific to your and your business - for example the Ads account will be called XYZ Property Management.

Within this account, we will create a campaign for Residential property management. This campaign will hold specific keywords, ads, and additional features that are only relevant to residential property management.

Inside of this campaign, we will be creating ad groups. You can think of these ad groups as folders. These folders are the areas you are looking to target.

It looks like you are interested in targeting the areas, [X, Y, Z, A, & B (get the list from the form they fill out)] Are these the correct areas you would like to target?

(if they want to add more areas, that is fine, you will just need to look at the search volume after the call for these additional areas - if they want to take an area out, that is fine too - just deduct that budget from the overall budget/search volume/click volume)

Ok, great. Each one of these areas will be its own ad group (folder) that houses specific keywords, ads, and link to the correct landing page on your site.

For example, Naples will be its own ad group. All of the keywords will be specific to Naples and Residential Property Management. All of the ads will also be specific to Naples & Residential Property Management. Once the user clicks on the ad, the ad will bring them directly to your Naples Property Management page directly on your site.

We will do this same thing for each and every area you are looking to target.

We add negative keywords to your account as well - as we only want to target new owners and investors. All tenant type keywords are negated, such as rentals, for rent, etc.

We set up ad extensions, which are basically extensions of your ads. These allow your ads to appear larger on the search results page, and give the users and Google more information about who you are and what you do. Users will click on larger ads versus smaller ones as well. Ad extensions are the services you provide, any additional pages on your site that are relevant, such as the about us page, owner resources page, testimonials, etc.



We do set up a call tracking number for your ads account as well. This way we can monitor all of the phone calls that come through from your Ads account. This phone number will display on the ads and on your property management services pages on your site.

We do track and record all phone calls - but dont worry we are not listening to your calls unless you have an issue with them. We know our clients use these calls for training purposes, and also use them if they need to take a call in the car, or need to reference back to the call at a later date.

(\*\* If they have AMP, the call tracking number will already be on their site - on the PM services pages)

We also send over access to your Google Ads account for full transparency. You will have read-only access to your account, so you wont be able to change anything within your account - that's what we're here for. But you are able to access your account at any time, look at your traffic, clicks, phone calls, etc.

We also send a monthly report to you on the first of each month. This report goes over your account in more detail from the previous month. It will go over clicks, impressions, phone calls, form submissions, etc.

A link to my calendar is directly on that report - but if you ever lose that, you can always email me and we can set up a call to go over your reporting! We do highly suggest scheduling monthly calls with us to go over the report each month so we are both on the same page as to how your Ads account is performing.

We are also always here anytime you need us via email!

The last item we will go over is the budget. For the areas you are looking to target, Google suggests a monthly budget of [\$\$\$] per month. This would grant you [xxx] amount of clicks per month from [xxx] amount of searches.

Do you have a specific budget in mind that you are looking to spend each month? Or is this budget good?

If the budget is great - then...

Ok great! We can get your Google Ads account up and running within the next 7 days! We do custom create and build out your ADs account so it does take us just a little bit of time to create the account.

I will be sending you a follow up email discussing everything we went over today - along with that, I will be sending you a link to my calendar where you can schedule our launch call!

On the launch call, we will have your account built out and ready to go live. Once you schedule this call, our team will know to begin building your account.

On the launch call we will go over your account in more detail, go over your locations, keywords, ads, and additional features. We will also take down your credit card information as we directly input it into your Ads account so you are billed directly from Google/Bing/Facebook each month for the clicks you receive.

Ask if they have any questions.

If not, then tell them to be on the lookout for your email and schedule the launch call whenever they are available!

Thank them for their time and tell them to have a great rest of their day!

Launch Call Email:

-----

SUBJECT: Launch Call Request

"Hello,

It was great speaking with you today about [ACCOUNT NAME]. As we discussed, we would like to launch your Google Ads account in 7 business days with a monthly Google Spend Budget of [\$\$\$] per month.

Below is a link for you to schedule a launch call meeting.

[\[your launch call calendar link\]](#)

If you have any other questions in the meantime, please do not hesitate to reach out.

Thank you,

-----

The client will then schedule a launch call with you.

You will enter in the information into Monday and go on to build the account!

- Fill in:
- Due Date
  - Targeted Areas
  - landing page type
    - Website URL
    - Service
  - Scheduled Launch Call
    - Monthly Budget
    - Suggested Budget
  - (monthly budget might be the same as suggested budget if the client agrees to your budget recommendation!)

...

Due Date	Targeted Areas	Landing Page	Website URL	Service	Scheduled Launch Call	Monthly Budget	Suggested Budget
Oct 1		On Site	URL	Residential			

Be sure to block off time to build the account if needed.

You will also need to go into HubSpot and move the project to Build

Deals

Search name or descr

Deal owner Create date Last activity date Close date All filters (0)

NON-RESPONSIVE	PROSPECT	ONBOARDING CALL	AWAITING RESPONSE/SCHEDULING...	BUILD	LIVE!
<p>Unicenter Management - Google Ads</p> <p>Amount: \$299</p> <p>Email 17 days ago</p> <p>! No activity scheduled</p> <p>Main Street Properties</p> <p>Amount: \$299</p> <p>No activity for 17 days</p> <p>! No activity scheduled</p>	<p>Orlando inland realty</p> <p>Amount: \$299</p> <p>No activity for 19 minutes</p> <p>Meeting in 7 days</p>	<p>H3 Property Management</p> <p>Amount: \$299</p> <p>Email a day ago</p> <p>! No activity scheduled</p>			<p>Realty Experts Florida</p> <p>Amount: \$299</p> <p>Close date: 08/10/2022</p>

Next, you will go to account build when you're ready!