

# PPC Launch Process

After the Onboarding Process & sending the launch call email the client will book a launch call with you. This call will be 4-7 days out from the time you send the launch call link.

Within these 4-7 days, you will build out the Ads account.

See PPC Account Builds Here

Launch call cheat sheet:

Hello, how are you doing today? Are we waiting on anyone else to join the call, or is it just going to be us today?

Ask if they have any questions before you get started - then go into what the launch call is all about. Tell them that this call is to take them through their Ads account in more detail - what we do is run through your account, the areas you are targeting, the keywords, the ads, sitelink extensions & some additional features within your account. We also take down your credit card at the end of this call as we do enter your credit card information directly into your Ads account so you are billed directly from them for the clicks you receive.

The areas we are targeting within your account are X, Y, Z, Etc. Are these still the correct areas?  
Ok, great.

Next, I will go ahead and read off some of the keywords we have within your account. I will only read off keywords for area X, however all other areas do have the same keywords except the city name is swapped out. Continue to read the keywords off to the client. Explain how we add 16 different keywords to each location because we know that users are searching differently than the next, and we want to be able to show up for each and every search happening for users searching for your services.

Next, we will go ahead and read off your ads. Same concept as the keywords, each location does have the same ads, except the city names are swapped out. I will go ahead and read off the ads for area X. (Choose the easiest/largest area and read off those ads)

Read the example Ads that show on the side of the page once you click edit on the actual ad.

There will be 3-4 ad examples that show here, feel free to read 2-3 ads.

Ask the client if there is anything in the ads that they would like to change or update and you can do it right after the call.

The screenshot displays the Google Ads campaign management interface. At the top, a status bar indicates 'Your ads are all set! They'll have a higher chance of performing well.' and 'Ad strength Excellent'. A list of four optimization tips is visible: 'Add more headlines', 'Include popular keywords in your headlines', 'Make your headlines more unique', and 'Make your descriptions more unique'. The main workspace is divided into two sections. The left section, titled 'With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads.', contains fields for 'Final URL' (https://www.daytonapropertymanagement.net/daytona-beach-property-m...), 'Display path' (daytonapropertymanagement.net / DaytonaBeach / PropertyManage), and 'Headlines 15/15'. Three headline suggestions are listed: '[Property Management Daytona Beach]', '[Property Management Companies in Daytona Beach Florida]', and '[Daytona Beach Real Estate Management]'. A 'Daytona Beach Property Manager' asset is also shown. The right section, titled 'Preview', shows a mobile device view of the ad. The ad text includes the URL, a main headline 'Contact Us For A Free Quote | Call Us Today | Free Property Consultation', a descriptive paragraph, and four ad extensions: 'Contact Us', 'Property Management', 'About Us', and 'Owner Resources'. A phone icon and the number 'Call 386-888-7211' are also visible. A red box highlights the navigation arrows and device icons in the preview header.

You will then go through the ad extensions

Tell the client that ad extensions are basically extensions of your ads. They allow the ads to appear larger on the search results page, and allows the user and Google to understand more of who you are and what you do. Users are more likely to click on larger ads versus smaller ads as well.

The ad extensions are additional services you provide that might not be listed out in the ad. This allows the users to see your services before they click on the ad.

These ad extensions are:

Contact Us, Property Management, Rent Collection, Property Marketing, About Us, Full Service Management, etc. (just read off what is on the ad extensions tab)

The screenshot displays the Google Ads 'Extensions' management page. On the left is a navigation sidebar with 'Extensions' highlighted. The main area shows three extension types:

- Sitelink:** Shows 299 impressions, 44 clicks, and a 15% CTR. The preview includes a main ad and four sitelink buttons: 'Contact Us', 'Property Management', 'About Us', and 'Owner Resources'.
- Callout:** Shows 94 impressions, 11 clicks, and a 12% CTR. The preview includes a main ad and six callout buttons: 'Rent Collection', 'Property Marketing', 'Property Maintenance', 'Tenant Screening', 'Financial Reporting', and 'Full Service Management'.
- Structured snippet:** Shows 10 impressions, 0 clicks, and a 0% CTR. The preview area is currently empty.

You will then tell the client that we have a call extension also. This call extension is a call tracking number that forwards to your main office line. The call extension will show the majority of the time on mobile devices when users are searching for your services. This allows the user to click and call you right from the ad. The call extension may show on desktop computers only if the user has it set up to call out from a desktop - which most users do not have set up.

This screenshot shows the configuration and preview for a 'Call' extension. At the top, there is a text input field with the placeholder 'Highlight specific aspects of your product or service'. Below this, the 'Call' extension is selected, showing 177 impressions, 27 clicks, and a 15% CTR. The preview shows the main ad with a 'Call 386-888-7211' button at the bottom. A separate call extension button with the phone icon and the number '386-888-7211' is shown to the right of the main ad. At the bottom of the interface, there is a section for 'AUTOMATED EXTENSIONS'.

If the client asks what number this call tracking number forwards to, you can look in CallRail on the call - or you can tell them that you will email them with the phone number. They are able to change what number the call is being forwarded to, but you prefer to take that via email so no numbers are mixed up!

With Call Tracking, your phone calls will be recorded and emailed to you so you can review these calls at a later date or use them for training purposes.

Now you will tell them some next steps about their Google Ads account

I will be sending you an email stating that your Google Ads account is now live! Google does say that it can take 24 hours to review your ads and get them live on the search results page - ive never seen it take that long - usually about 2-3 hours and your ads will be live on search!

We do grant you read-only access to your Google Ads account so you have full transparency of your account. You will be able to view all of your keywords, ads, how many clicks you've received, etc. You wont be able to change anything within the account - just because that's what we're here for! :)

With the account access, we also grant you access to the ad preview tool within your Google Ads account. In the email you will receive after this call - you will have all the information on how to access this tool and how to navigate around. The Ad Preview tool allows you to search for yourself as many times as youd like and it will not be counted against you. This tool will give you the true and accurate positioning of your ad - how your ad is showing/displaying and if your ad is not showing - why it's not showing.

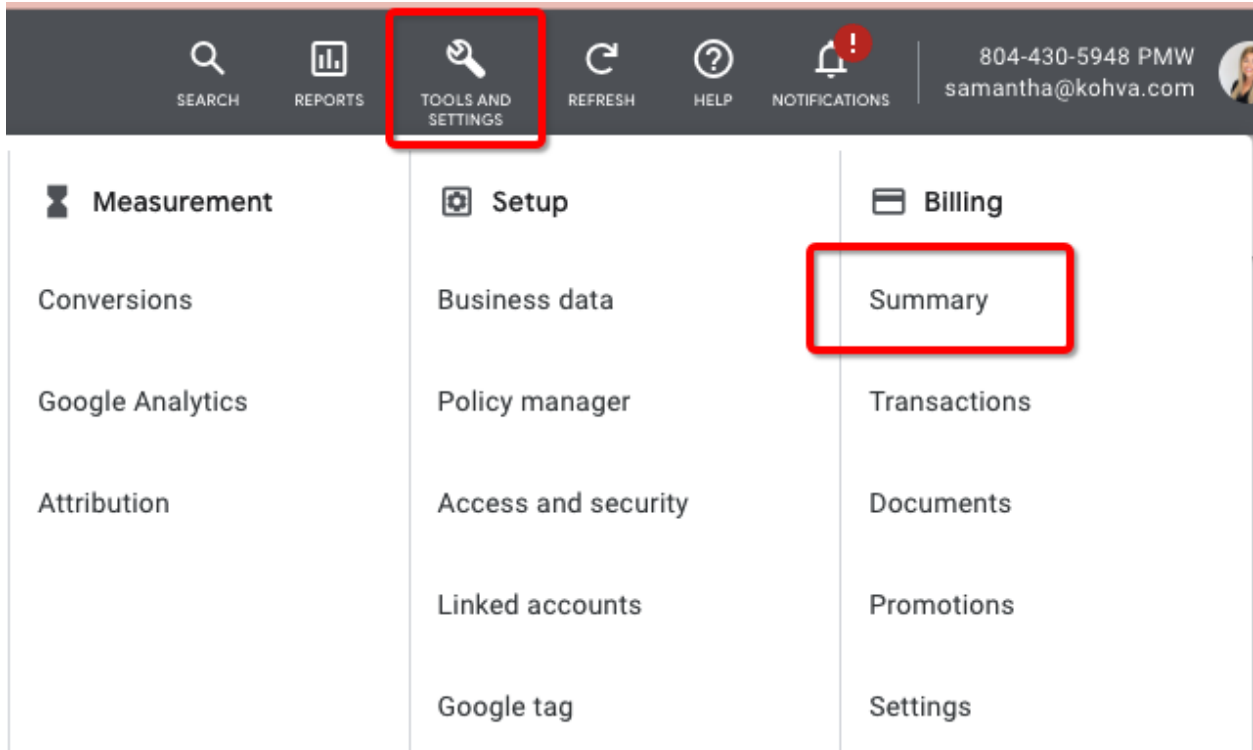
In this email, we also go over your monthly report. You will receive a monthly report that is emailed directly to you on the first of each month. This report goes over your account in full each month - goes over the clicks, impressions, phone calls, form submissions, etc. There is also a link to my calendar in these reports so you can schedule a call with me to go over the report at any time! I am also always available to you via email.

Ask if they have any questions.

Next, we will go ahead and enter in your credit card information directly into your Google Ads account. We do this so you are charged directly from Google for the clicks you receive each month.

\*\* You will have to pull up the account in an incognito tab and be logged into the [PMW.Webmaster@Kohva.com](mailto:PMW.Webmaster@Kohva.com) email address - go to ads.google.com and go to the correct account.

From here, you will go to Tools & Settings → Summary



You will be brought to the screen for payments set up

Click the drop down next to the organization name


## Payments Setup

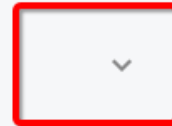
Specify who is responsible for Google Ads costs and how they pay. [Learn more about payments profiles](#)

### Billing Country

As set in the account using this billing setup

Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.



 **The Azzam Group**  
Organization profile for Ads  
Payments profile ID: 3792-0133-2085



Organization name

**The Azzam Group**

All the Google products that share this payments profile will be able to use this payment method. If that's not what you want, create a new payments profile.

 **Visa** •••• 9612 

You'll be charged automatically on the 1st of each month. If your balance reaches your payment threshold before then, you'll be charged immediately. [Learn more](#)

**Submit**

Cancel

Scroll down to "Create Payments Profile"

**The Azzam Group**  
✓ Organization profile for Ads  
Payments profile ID: 3792-0133-2085

**Create payments profile**

Organization name  
**The Azzam Group**

All the Google products that share this payments profile will be able to use this payment method. If that's not what you want, create a new payments profile.

**VISA** Visa \*\*\*\* 9612

You'll be charged automatically on the 1st of each month. If your balance reaches your payment threshold before then, you'll be charged immediately. [Learn more](#)

**Submit** Cancel

You will fill in:

Organization Name

Card Number

Expiration Date


CVC Number

Cardholder Name

Zip Code

Then Click Submit

Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.


 **Create payments profile** ▼

**Account type** ?

**Organization** ▼

Organization name

Organization name is a required field

 **Add credit or debit card** ▼

Card number

#

MM / YY

CVC

Card number is required

Cardholder name

|

ZIP code ?

You'll be charged automatically on the 1st of each month. If your balance reaches your payment threshold before then, you'll be charged immediately. [Learn more](#)

By continuing, you agree to the [Google Ads Terms](#). They include the use of binding arbitration to resolve disputes rather than jury trials or class actions. Please follow the instructions in the terms below if you wish to opt out of this provision.

**Submit**

Cancel

You will then be brought to a page saying that it is verifying the payment information.

Ask if the client has any additional questions - tell them that their ads will be live within the next few hours, and to be on the lookout for your email!



End of call!

## AFTER YOUR LAUNCH CALL:

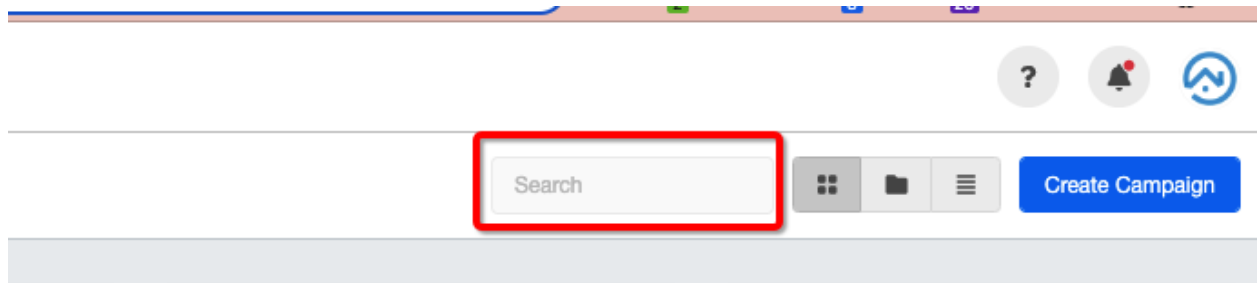
You will now run through the remaining Monday tasks

Entered CC Info	Create PPC Report	Account Labels	In Billing Sheet	Set Daily Budget	Added to Go-Live Sheet	Sent Client 'Live' Email	Client Access to Google Ads	Billing	Launched
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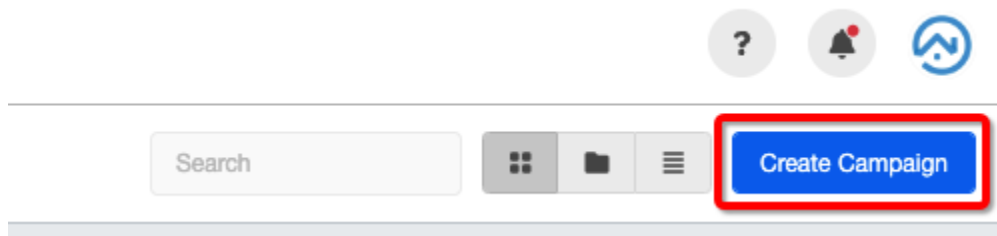
### 1. Create PPC Report

To do this, go to [reporting.nesthub.com](https://reporting.nesthub.com)

Search for the account name - just in case they are already in here because theyre a market leader or have advanced reporting.



If theyre not in advanced reporting - go ahead and click on create campaign



You will then create your campaign

Enter in Campaign Title, Website Address, & Group = PPC

Campaigns Usage 250 / 255 campaigns

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## Create Your Campaign

Specify your client's website to begin connecting their marketing channels and creating reports

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<b>Campaign Title</b> <input type="text" value="Test"/>	<b>Website Address</b> <input type="text" value="test.com"/>
<b>Report Delivery Timezone</b> <input type="text" value="America/Toronto"/>	<b>Group (optional)</b> <input type="text" value="PPC"/>

Click Create

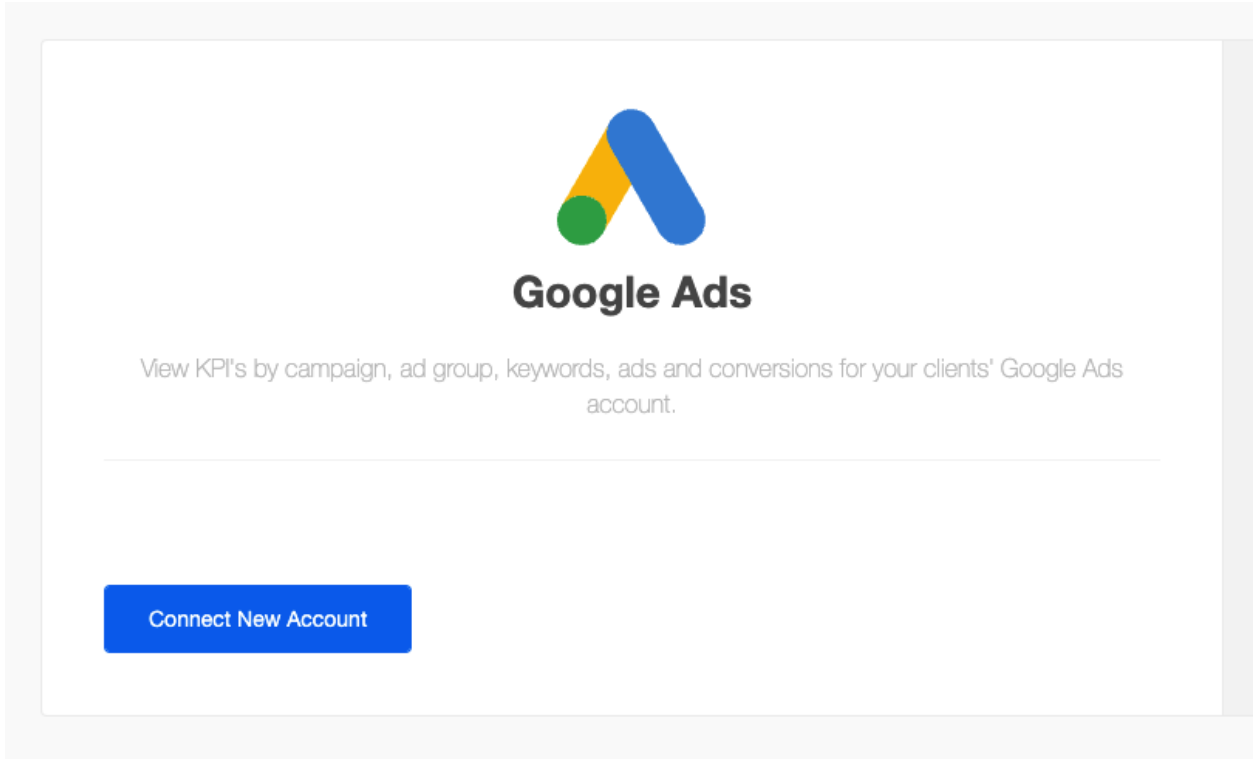
You will then be brought to the integrations page.

You will integrate Google Ads (and/or any other PPC campaign they have), & Google Analytics.

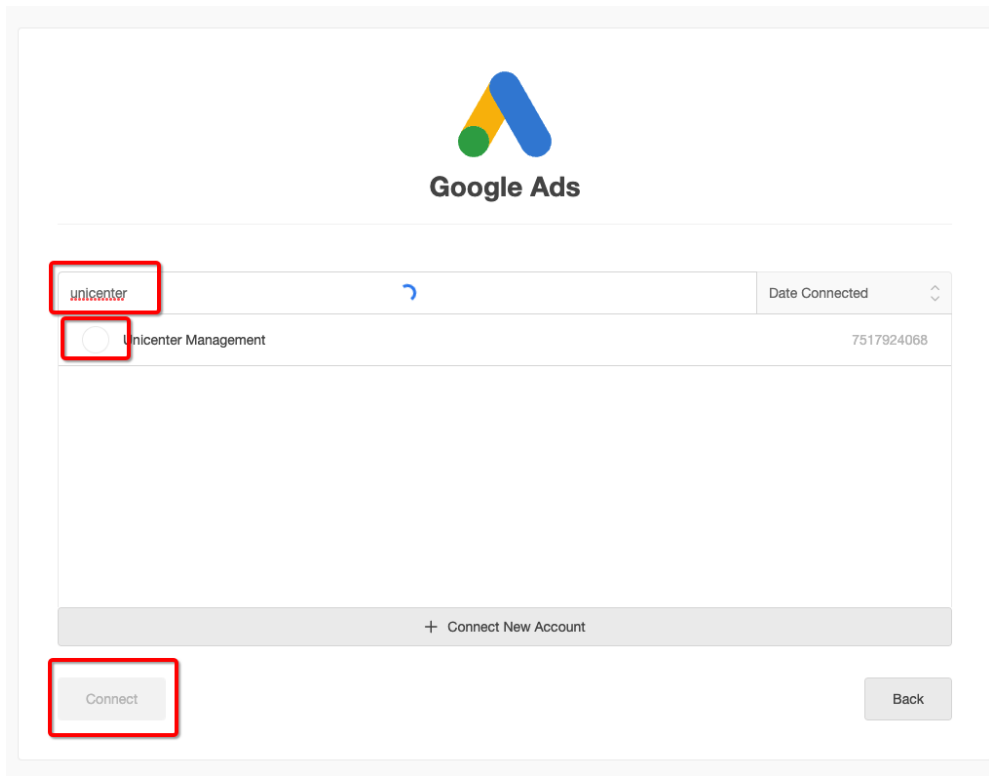
Click on Ads → Google Ads

 ADROLL	 AMAZON ADS
 FACEBOOK ADS	 GOOGLE ADS
 MICROSOFT ADS	 PINTEREST ADS
 STACKADAPT	 TIKTOK ADS

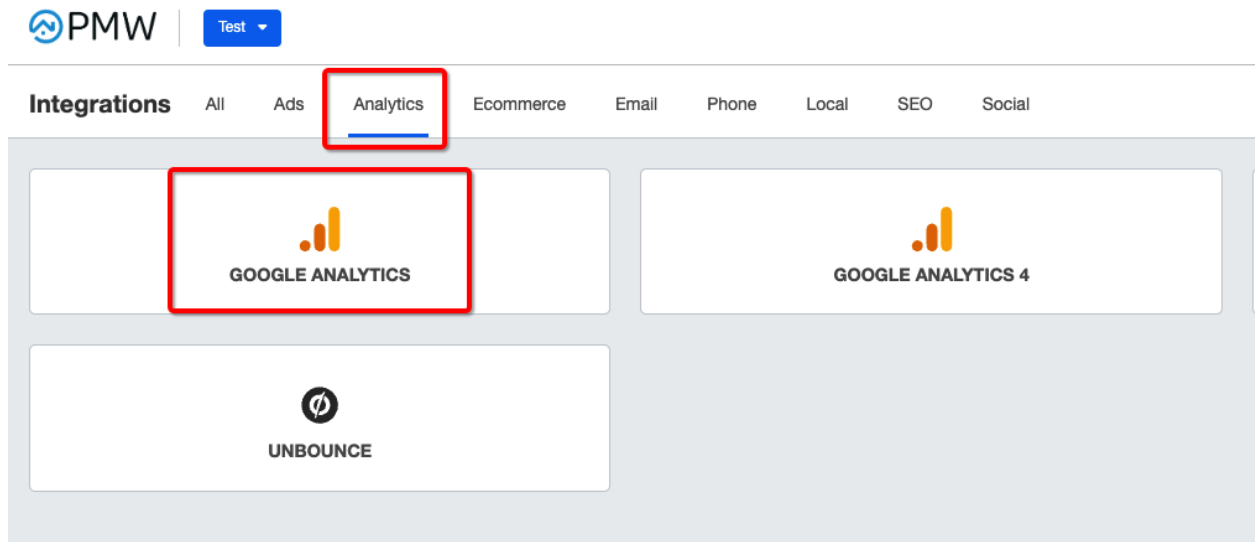
Connect New Account



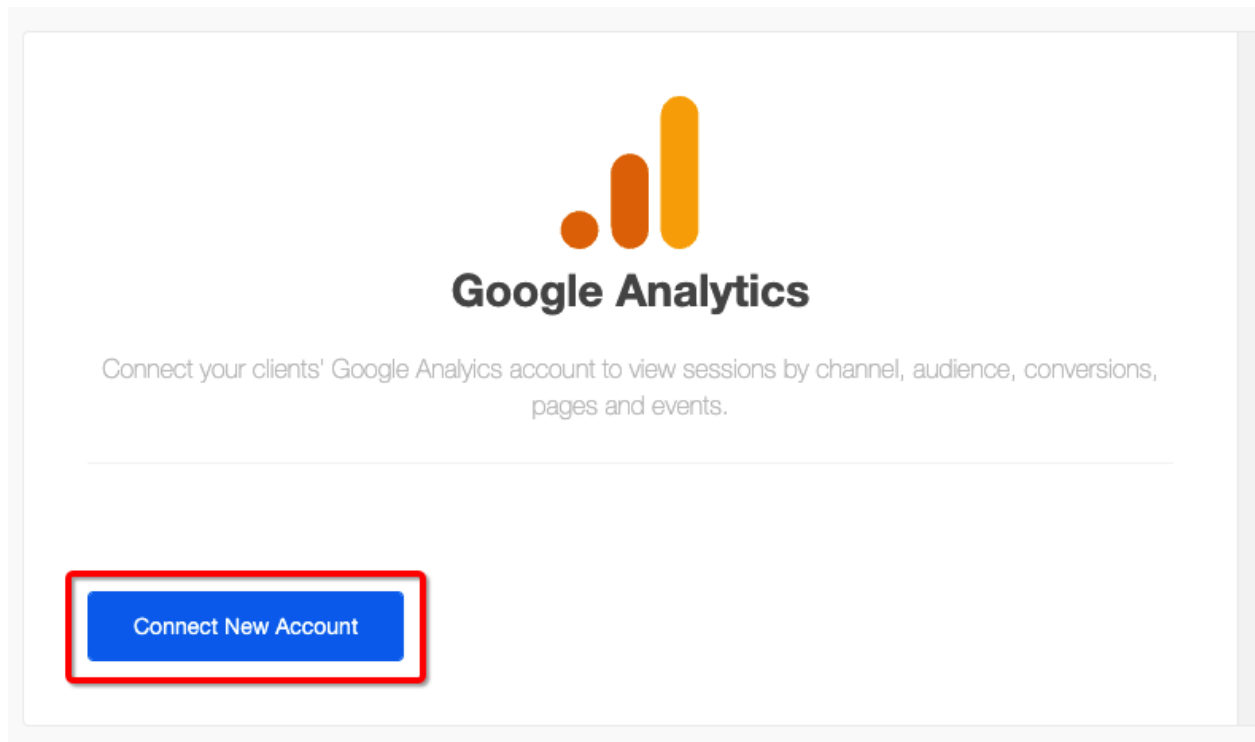
Search → Select account → Connect



Next, you will go to Analytics → Google Analytics




Connect New Account



Search for account → select account → Connect



## Google Analytics

unicenter	Date Connected
 https://www.unicentermanagement.com	UA-184731370-2 (256406066)

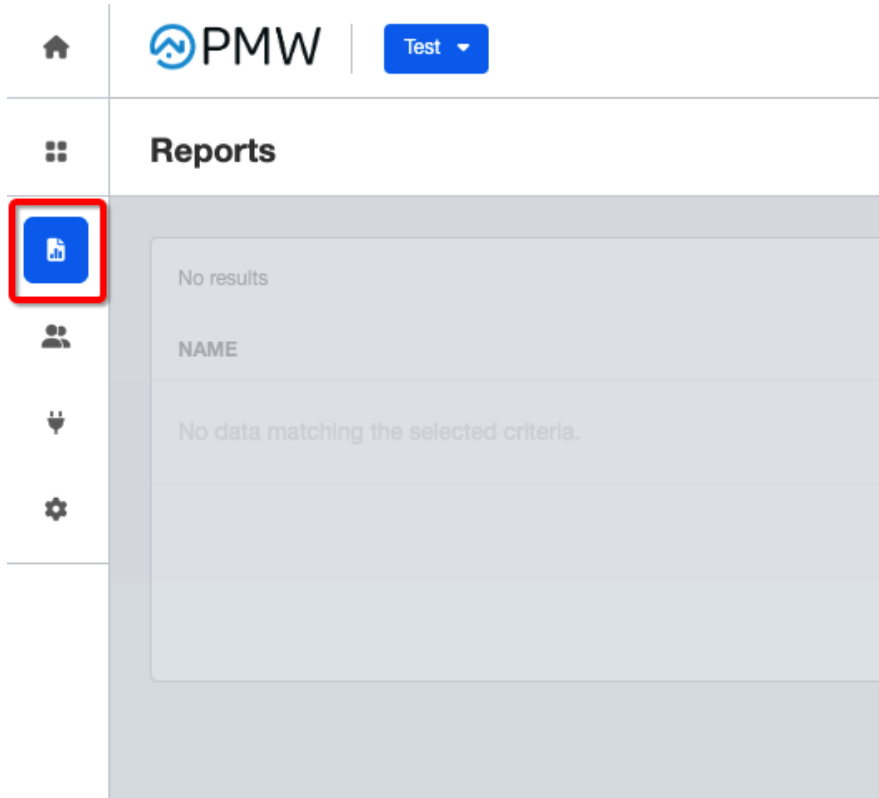
+ Connect New Account

Connect

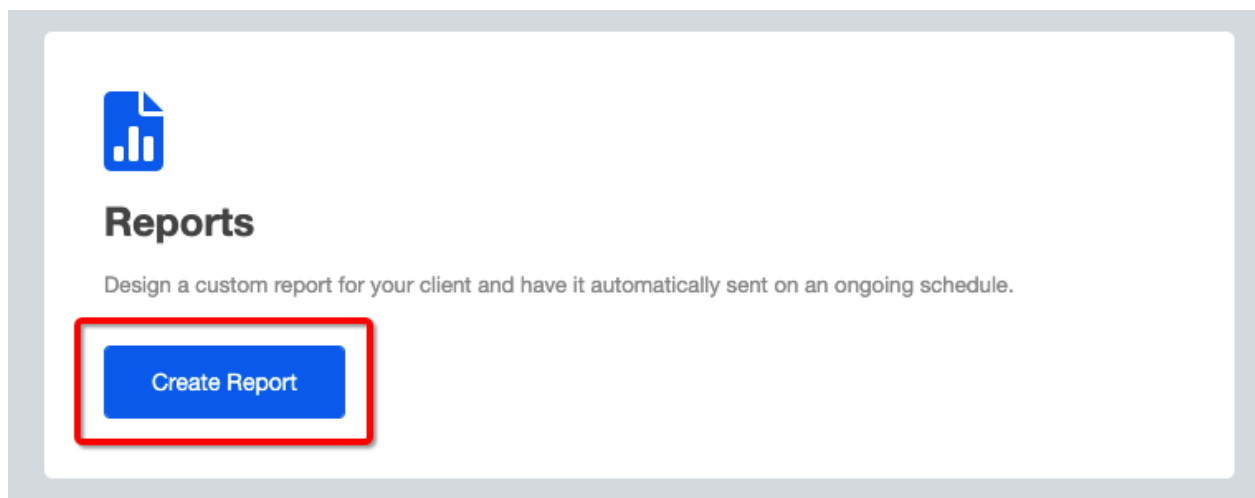
Back

Next, you will create a new report

Go to Reports on the left hand side of the page



Create Report



We will then “clone an existing report”

1 Choose Source

2 Create Title

3 Start Design

## How do you want to create your report?

Choose to start fresh with a blank report, use one of your own templates or one of ours



### Create a blank report

Start fresh with a clean slate



### Start from a template

Use a premade template or one of yours



### Clone an existing report

Copy a report from another campaign

You will search for 1st Choice - click on their PPC Report and click continue



## Select a Report

Start with a report you've already created!

1st choice 🔍

Monthly Advanced Reporting  
1st Choice Property Management

PPC Report  
1st Choice Property Management

**Continue** Cancel

It will already say the name is PPC Report

Click Continue

1 Choose Source 2 Create Title

## What would you like your report to

This will appear on your cover page so pick something inf

PPC Report

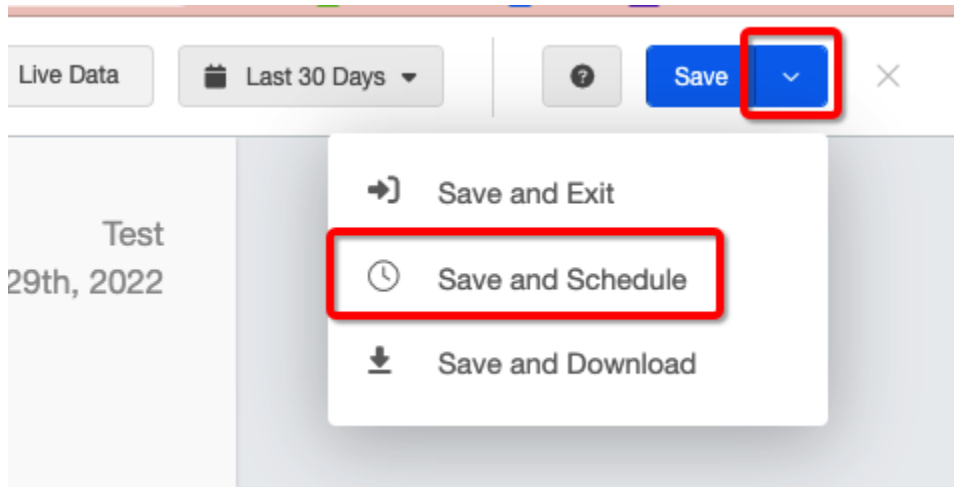
Continue

Make sure all parts of the report are in here - and if there are too many areas (ie. Facebook Ads) you can delete these sections by hovering over the section and clicking on the 3 dots on the right hand side

☰ **PPC Report**

Sections	Widgets
📌	Cover Page
📌	Table of Contents
☰	Google Ads - Campaigns
☰	Google Ads - Calls
☰	Facebook Ads - Campaigns
☰	Facebook Ads - Ads
☰	Instagram Ads - Campaigns

Once you have all the correct sections - click on the save drop down and click Save & Schedule



Keep all of this the same and click continue

1 Setup Schedule 2 Email

### When would you like your report to be delivered?

<b>Frequency</b> Monthly	<b>Day of Month</b> 1st
<b>Time of Day (EDT)</b> 8:00 AM	<b>Date Range</b> Previous Month
<b>Compare To Previous</b> Period	<b>Include Today</b> Shift the date range to include today when applicable <input type="checkbox"/> NO
<b>Require Approval</b> Don't send this report until you login and approve it <input type="checkbox"/> NO	

**Continue**

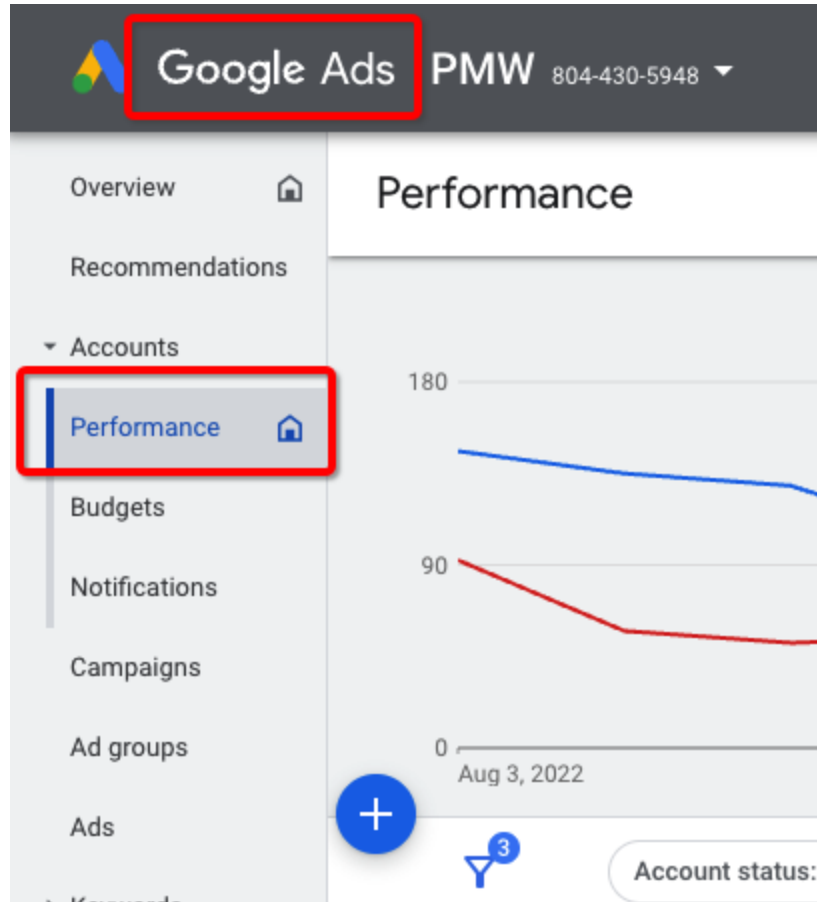
Enter in the email address & click SAVE

The screenshot shows a web interface for configuring an email. At the top, there are two steps: 'Setup Schedule' (completed, indicated by a checkmark) and 'Email' (current step, indicated by a '2'). The main heading is 'What should the email look like?'. Below this, there are three sections: 'Recipients', 'Subject', and 'Message'. The 'Recipients' section has a text input field with the placeholder 'Enter an email address', which is highlighted with a red box. The 'Subject' section has a text input field with the value 'PPC Report'. The 'Message' section has a text area containing the text: 'Please see the attached report for Test', 'Sincerely,', and 'Property Manager Websites'. At the bottom left, there is a blue 'Save' button, also highlighted with a red box.

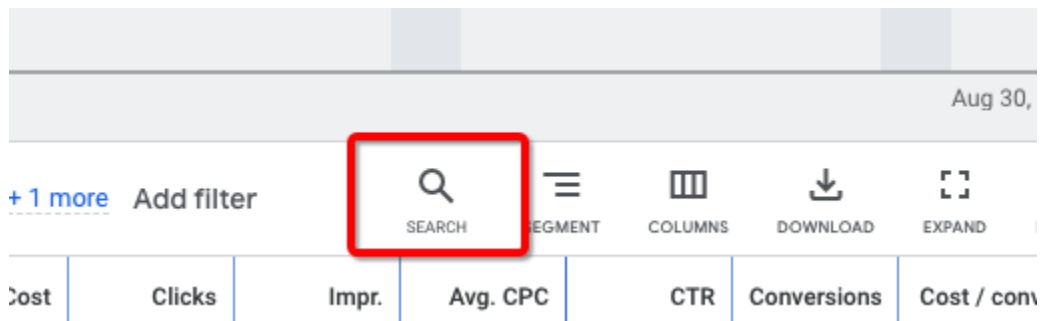
Reporting is done!

Next, you will go and change the account labels in Google Ads

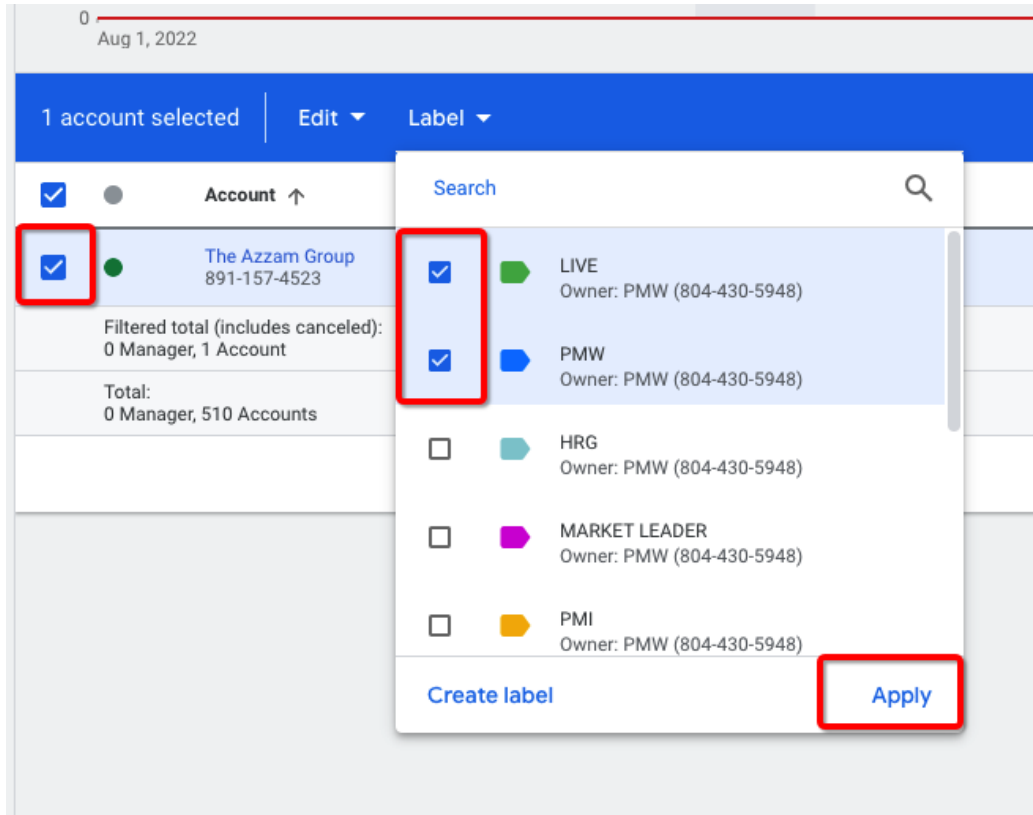
Log into Google Ads & click on Google Ads at the top right corner. Make sure you are under Performance



From here, search for the new account



Click on account and click Label



For this account in specific, they are LIVE & PMW - You will ALWAYS click LIVE - but depending on if they are a market leader or just a normal PMW account, you will choose either one.

Click Apply & mark as complete in Monday

Next, you will add this account to the billing sheet. Make sure they are under PMW or Market Leader appropriately and in alphabetical order.

In the billing spreadsheet - you will right click on the right side of the page and add a new row above or below another account (again make sure the accounts are in alphabetical order so you can run through the budgets with ease).

Once the row is added, add the name & budget. You will then carry down the rest of the rows in the spreadsheet.

31	Renters Place	\$1,500.00	\$380.04	\$1,119.96	\$62.22	63.34%
32	Soto Property Solutions	\$350.00	\$157.05	\$192.95	\$10.72	112.18%
33	Stars & Stripes	\$2,500.00	\$814.42	\$1,585.58	\$88.00	91.44%
34	The Azzam Group	\$1,000.00	\$443.25	\$556.75	\$30.93	110.81%
35	Vision Real Estate	\$1,250.00	\$423.24	\$826.76	\$45.93	84.65%
36	Weichert Realtors - Coffey Group	\$1,030.00	\$199.18	\$830.82	\$46.16	48.34%

Google Budget spent = 0

Budget left over = carry down from above cell

Budget left over per day = carry down from above cell (and make sure last number in equation is the same as the above one)

Google Pacing = carry down from above cell (and make sure last number in equation is the same as the above one)

Mark as complete in Monday

Next, you will set the daily budget in Google Ads. Depending on how many days are left in the month, your daily budget will vary. Your budget sheet will tell you what to set the daily budget as.

Mark as complete in Monday

Add to Go Live Sheet under the correct month and state what type of account you went live with (<https://docs.google.com/spreadsheets/d/1pJL6bPrPhBGAPDPFHCTWNrmtYTvGKjTt2irNlzMH4fA/edit#gid=443307955>)

204		
205		
206		C
207		
208		NORTH COU
209	<b>AUGUST 2022 GO LIVE</b>	<b>AUG</b>
210	REALTY EXPERTS FLORIDA - GOOGLE ADS	RENTALS
211	THE AZZAM GROUP - GOOGLE ADS	ATLANTA
212		EMERALD COA: A
213		
214	<b>SEPTEMBER 2022 GO LIVE</b>	<b>SEPTE</b>
215		

Send the client "Your Account is Now Live" email

This should be saved in your templates (but it is also below for you to review)

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Your **Google Ads Account** is now live! Please note that it can take up to 24 hours for your ads to get approved on **Google's search network**. Check out the tips below on your next steps!

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## **Read-Only Access**

You now have read-only access to your new **Google Ads Account**.

You will be able to see keyword performance, ad performance, geolocation settings, and much more!





## Ad Preview Tool

To find where your Ad appears in search results for a particular search term, utilize the Ad Preview Tool.

We know it's tempting, but it's best to resist the urge to search for your own Ad!

You will receive an email from Google Ads, inviting you to your Ads Account. Click the button below to learn more about the Ad Preview Tool!

[Review Ad Preview Tool](#)

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## **Know Your Numbers! Check Out Your Reports**

Reporting will be sent to you via email on the first of every month. It is important to keep a lookout for these reports as they will give you insights into how your ads are performing, your form submissions, and your tracked phone calls. Keep reading to learn more about the different reports. Don't forget to add the senders as contacts once you receive your first month of reporting to ensure your reports go to your inbox!

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## Google Ads Reporting

The report is called "PPC Report" and the email comes directly from [noreply@clientseoreport.com](mailto:noreply@clientseoreport.com). You will receive this report on the first of each month. It is a PDF that you are able to download.

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## PPC Form Submissions

You'll want to ensure you are following up with your paid leads form submissions! All of your form submissions are located in your Nesthub account.

Click the button below to learn how to view your organic vs paid form submissions.

[Know Your Form Submissions](#)





## Phone Call Tracking

All of your PPC phone calls will be in your PPC Report that you receive on the first of each month. These phone calls will be under the "Google Ads - Calls" section of the report.

You can also view your phone calls in Free Rental Site. Click the button below to learn how to view your phone calls in [FreeRentalSite.com](https://www.freerentalsite.com). You will be able to differentiate between phone calls coming from Google Ads vs any other organic source.

Know Your Phone Calls

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## **Don't Forget. I Am Here For you!**

There is always a link to my calendar within your monthly reports to schedule a reporting call with me at your convenience. If you would like to go over your account, have any questions, or concerns, at any time - please schedule a meeting or send me an email and I can assist with any questions you may have.

[Schedule A Time To Meet!](#)

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## **Don't Forget to Follow Us on Social!**



Kohva, 23190 Fashion Dr., Unit P-216, Estero, FL 33928, United States

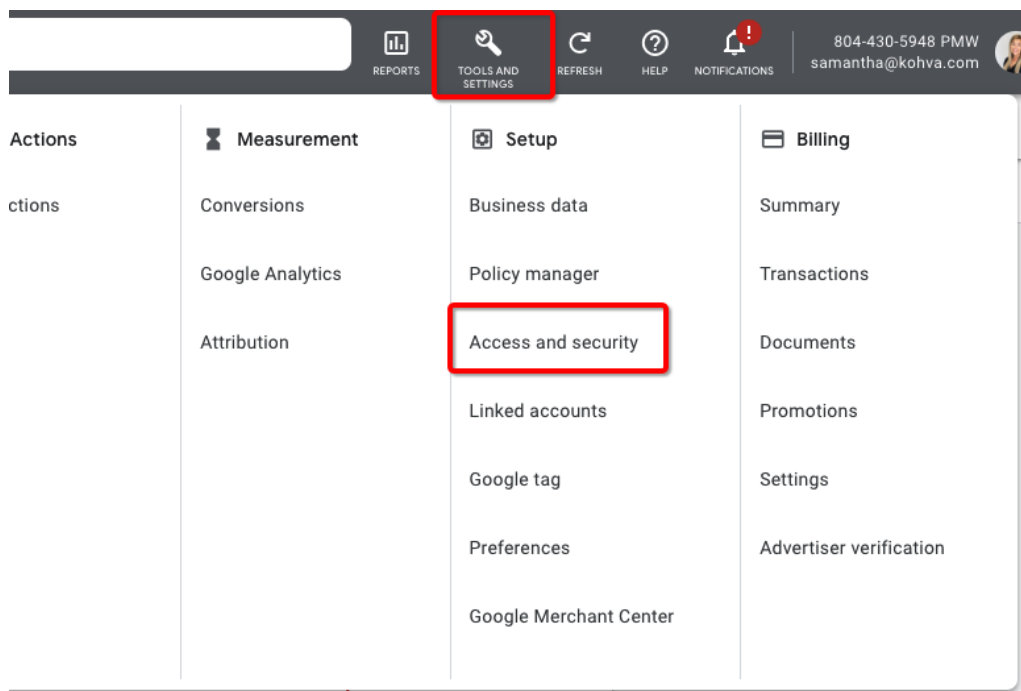
[Unsubscribe](#) [Manage preferences](#)

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Mark as complete in Monday

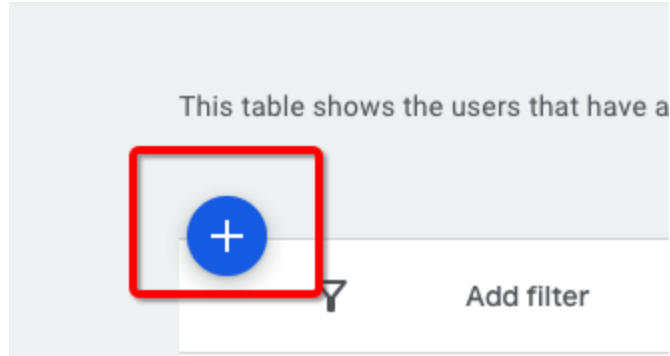
Next, you will grant access to the client in Google Ads

Go to the Google Ads account → click on Tools and Settings → access and security



Click the + button to add a new user





Enter in the email address, click READ ONLY & Send Invitation

Invite others to access The Azzam Group

After your email invitation is accepted, they'll have access to The Azzam Group. If they don't have a Google Account, they'll need to create one. [Learn more](#)

Email

Email address

Select account access level

[hide detailed comparison](#)

	<input type="radio"/> Email only	<input type="radio"/> Billing	<input checked="" type="radio"/> Read only	<input type="radio"/> Standard	<input type="radio"/> Admin
View campaigns and use planning tools			✓	✓	✓
Edit campaigns				✓	✓
View billing information		✓	✓	✓	✓
Edit billing information		✓		✓	✓
View reports	✓		✓	✓	✓
Edit reports			✓	✓	✓
View users, managers, and product links			✓	✓	✓
Add email only users			✓	✓	✓
Edit users, managers, and product links					✓

Send Invitation Cancel

If there is an error with the email address - this means that their email address is not associated with a gmail account. You will need to email them for a gmail email address that you can use.

Email similar to the one below:

"Hello,

We would like to grant you access to your Google Ads account, however, it looks like your email is not associated with a gmail account. Do you have another email address we can grant access to? If not, you will receive a report on a monthly basis going over your Google Ads account where you can view the same information.

Please let me know if you have any questions”

Mark as complete in Monday

Billing - click on sent - then wait a few minutes, and click complete. You need to click on “sent” so that Ashley Knight receives the information to begin billing on the account.

Next, you will click on Launched - complete.

This will bring the account to “Complete” in the Google Ads Build folder and also create a new account in the “LIVE! Google Ads” folder.

The account will be listed under “Newly Live” - be sure to run through the account and make sure all fields are filled out (as possible) and move the account into the correct spot (market leader or PMW).

FINISHED!!