

PPC Cancellation Process

You will either receive an email or form submission of a client canceling their Ads account. There are 4 different account cancellations you can do - Google Ads, Remarketing Ads, Bing Ads & Facebook Ads.

If the client is emailing you to cancel and does not give a reason, reach out to them and say you will cancel the account effective today, but for our own records, was there a reason you wanted to cancel your Ads account. If they say they were not receiving the expected leads per month, be sure to show them how many leads they were receiving month over month (use the ROI calculator) and show them they were actually doing quite well! If they want to cancel because they are just too busy to take on new clients right now, or they have sold their company, etc. then no need to explain or show them why to keep ads - just cancel the account - email them that the account will be canceled effective today and that if and when they are ready to run ads again, to please let us know and we can do so right away!

If you did not receive a form submission for the cancellation and only received an email - go ahead and send us the cancellation form. No need to email the client for them to fill this out when they are already emailing us.

Go to <https://support.propertymanagerwebsites.com/en/cancel-a-pmw-website-or-service> to send in the cancellation form. Fill out all fields and press submit. You & our entire team will then also receive an email with this cancellation.



First Name*

Last Name*

Company name*

Email*

Website URL*

Service(s) You want to Cancel*

Date of Cancellation*

Please provide a reason for the cancellation

Please provide a reason for the cancellation or ways that we can improve:*

As you may (or may not) know, RTL sold to Pure Operating last year. RTL is currently in the process of rebranding to Pure with everything, but in the interim, Laurel Anderson, who also sold to Pure this summer, has taken over the management of RTL and its accounts.

We would like to cancel the Google Adwords for now, or at least "pause" them, and also have all communication related to the account directed to @Laurel Anderson. Let me know if you have any questions.

Once you submit this, the next step you will do is go into the LIVE! Google Ads board and select the status as "CANCELED"

This will move the item into the canceled section within LIVE! Google Ads and also move it into the Ads Cancellations board. You will then work inside of the Ads Cancellation board.

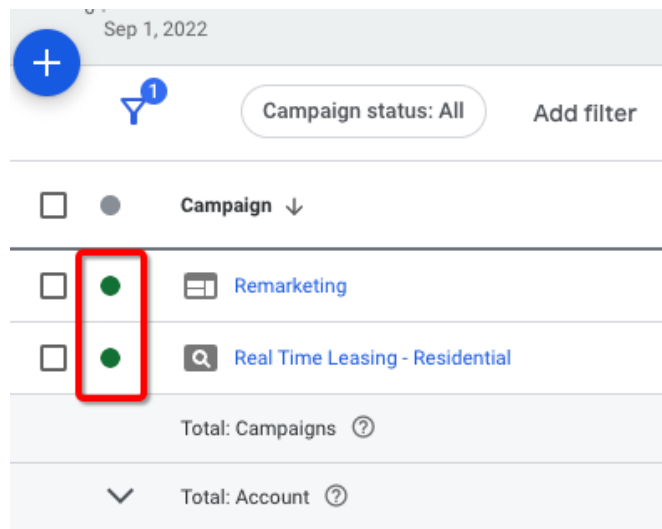
Fill out the Cancellation type to Google Ads (or whichever you are canceling) & the cancellation date.

Next, you will work through the cancellation board until all is completed.

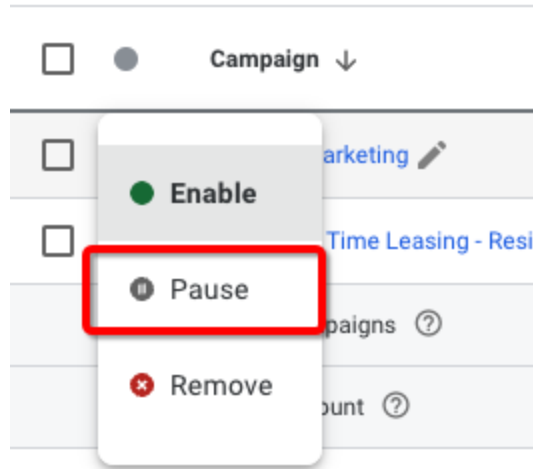
Account Type	Cancellation Type	Status	Cancellation Date	Received Cancellation Email	Cancellation Form
PMW	Google Ads	Cancelled	Sep 8	Complete	Complete

You will then pause ALL campaigns within their Google Ads account.

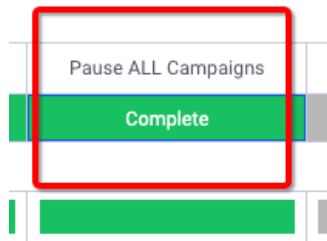
Go into the correct account - and click on the green dots next to the campaign names



They are enabled and you will click "Pause"

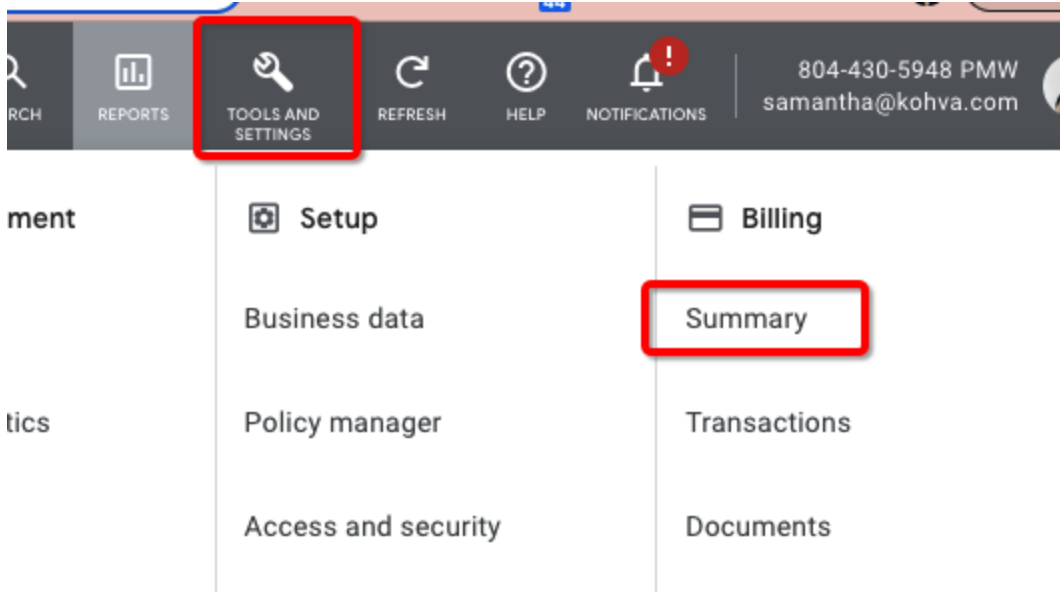


Back in Monday, click Complete

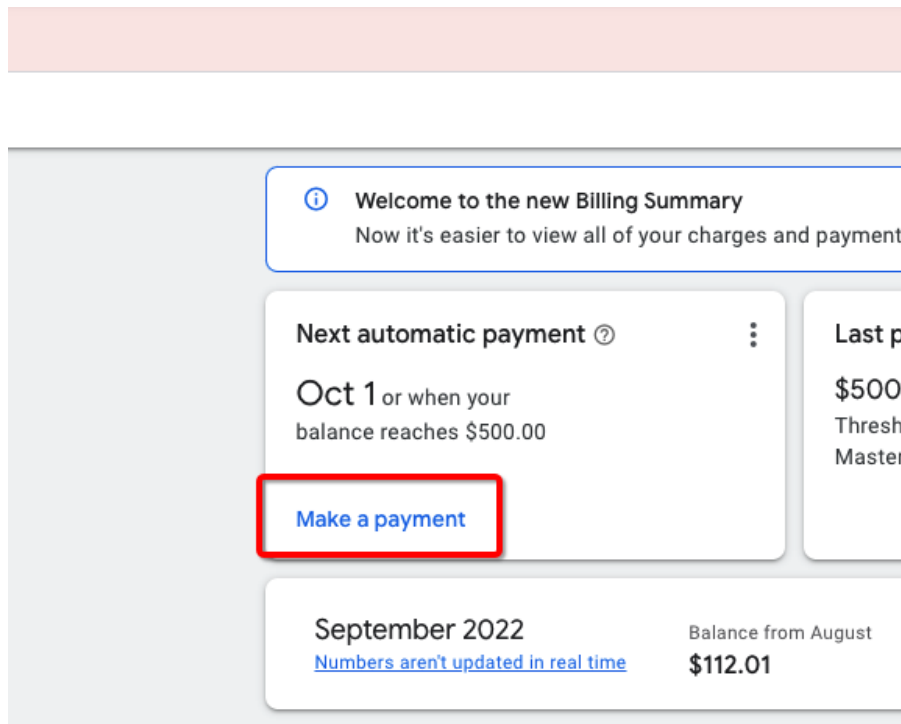


Next, you will manually charge the outstanding balance.

Go to tools and settings → summary



Click make a payment

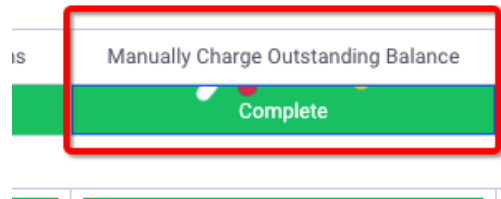


Select their card and their outstanding balance and click make a payment.

If the payment does not go through, you will need to contact the client telling them that you have canceled their Google Ads account, however, they still need to pay their outstanding balance of

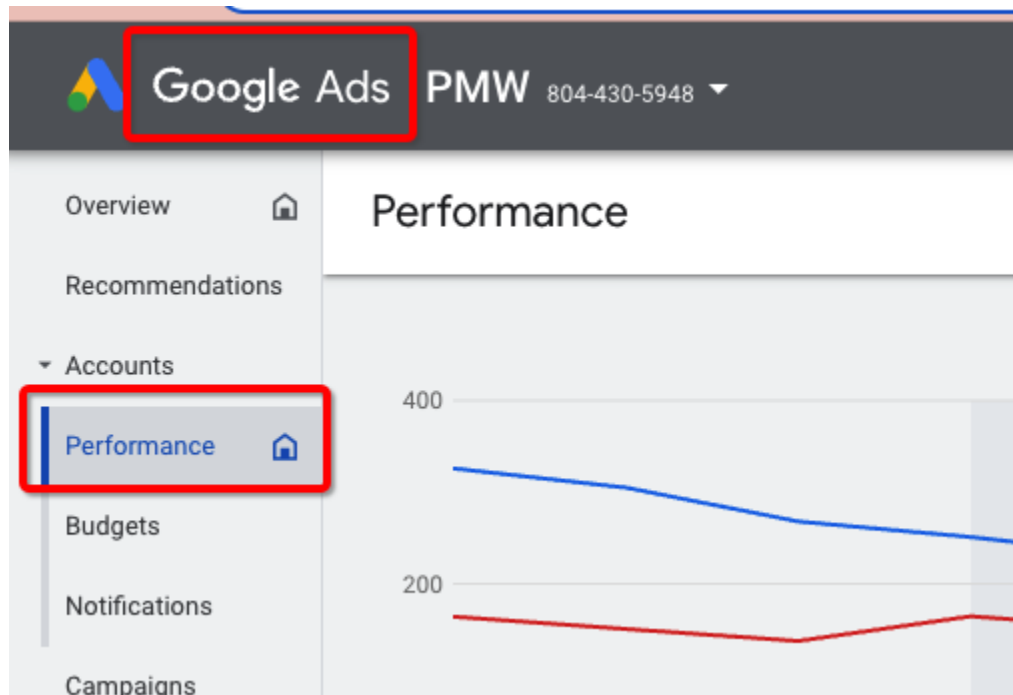
XXX amount otherwise it will go to collections and could potentially negatively affect their credit going forward.

Mark as complete once completed

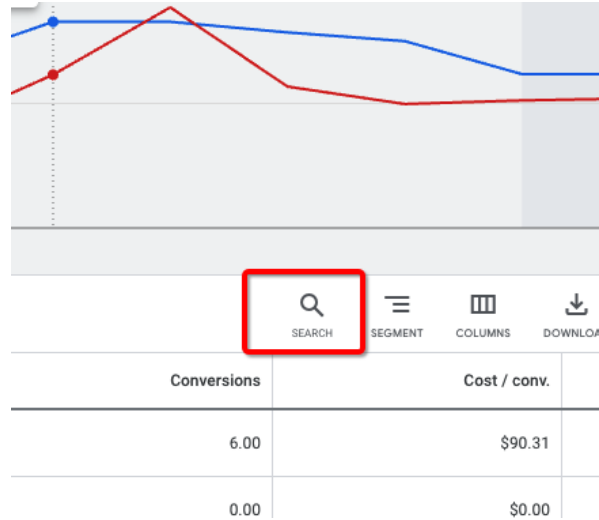


Next, change the labels in Google Ads

Go to all accounts by clicking on Google Ads in the top left side of the page



Search for the account name

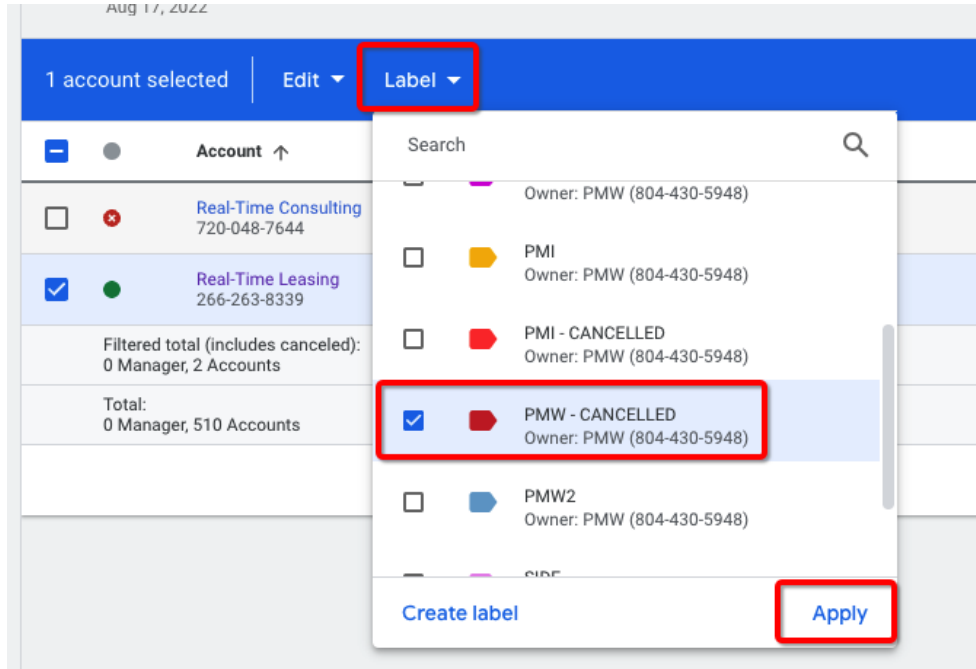


Click on account

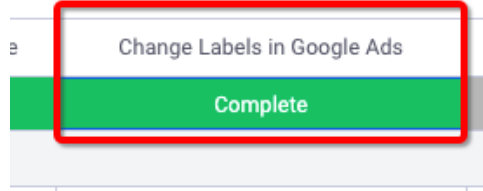
1 account selected | Edit | Label

Account	Account labels
<input type="checkbox"/> Real-Time Consulting 720-048-7644	PMW - CAN...
<input checked="" type="checkbox"/> Real-Time Leasing 266-263-8339	LIVE PMW
Filtered total (includes canceled): 0 Manager, 2 Accounts	
Total: 0 Manager, 510 Accounts	

Then click on label → PMW - Canceled → Apply (also make sure you are unchecking any other labels they have on their account)

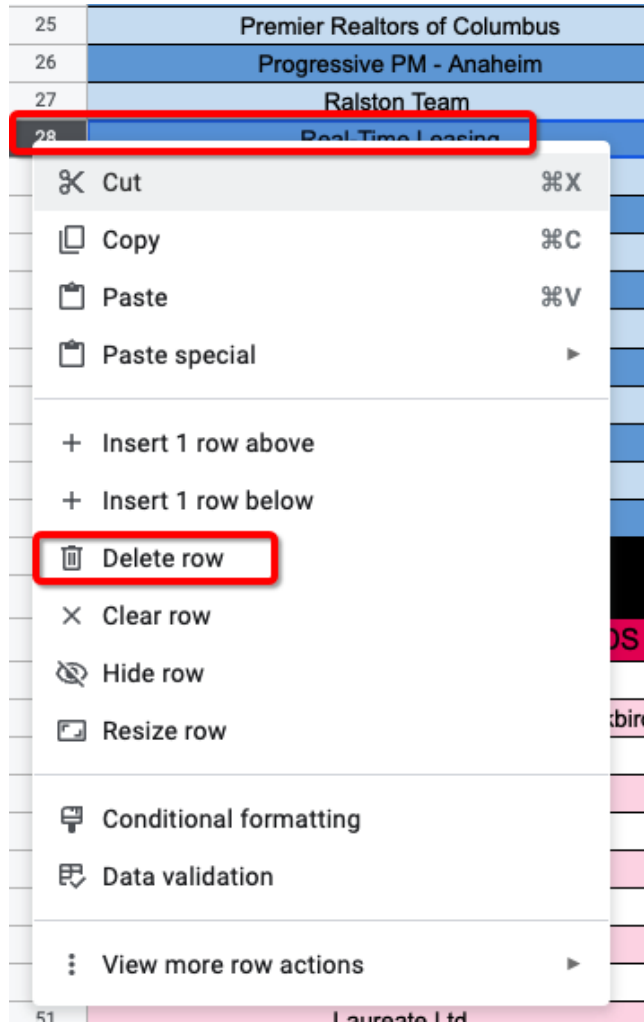


Mark as complete

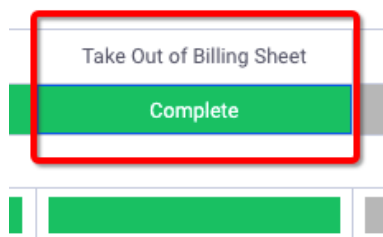


Next, take account out of billing sheet

Right click on correct account → delete



Mark as complete



Next, you will uncheck in HubSpot

Go to HubSpot → Contacts → Companies

Company Owner Create Date Last Activity Date

Real-Time ×		
<input type="checkbox"/>	COMPANY NAME	COMPANY OW
<input type="checkbox"/>	 Times Real Estate Group	Unassigned
<input type="checkbox"/>	 Real-Time Leasing	Unassigned

On the right side of the page, scroll down to PMW Additional Products and uncheck Ads

View all properties

View property history

Company Details

Customer of

PMW 

of Units Managed

Software Provider

Showing Provider

PMW

Website Status

Launched 

Website URL

realtimereasing.com

Website Type

PMW Monthly Marketing Package

PMW Additional Products

Google Ads Remarketing 

Reputation Survey Link

Reputation Email Signature Widget

Once you uncheck them, you will have to click save on the bottom right corner of the page

Reset your temporary password

Manually Added to HubSpot

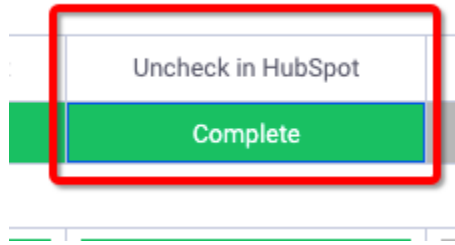
Market Leader Launch Date

Save

Cancel

You've changed 1 p

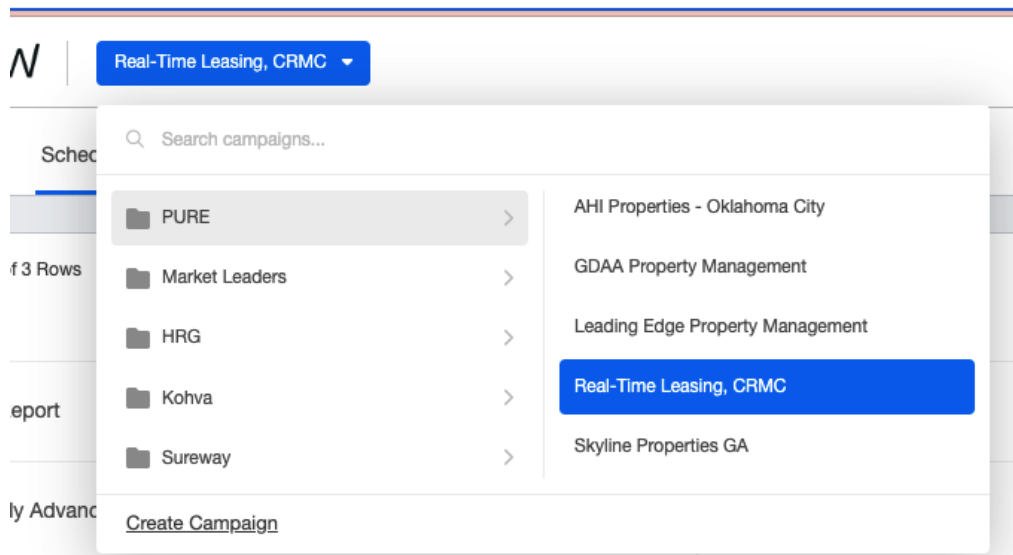
Complete in Monday



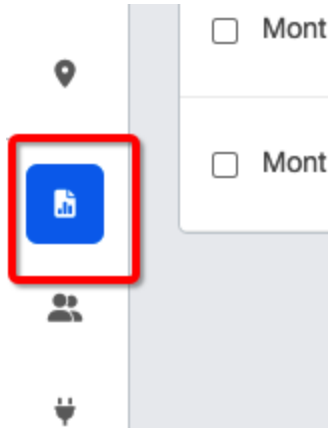
Next, you will cancel their reporting

Go to the reporting dashboard → reporting.nexthub.com

Search for the correct account

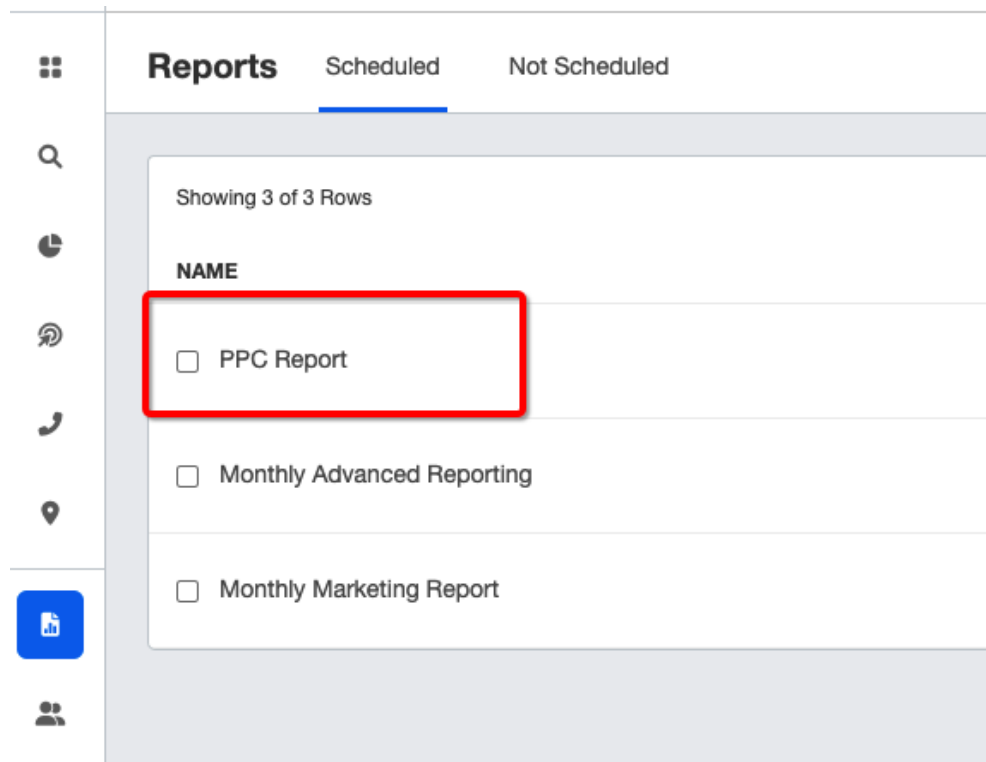


Go to reports



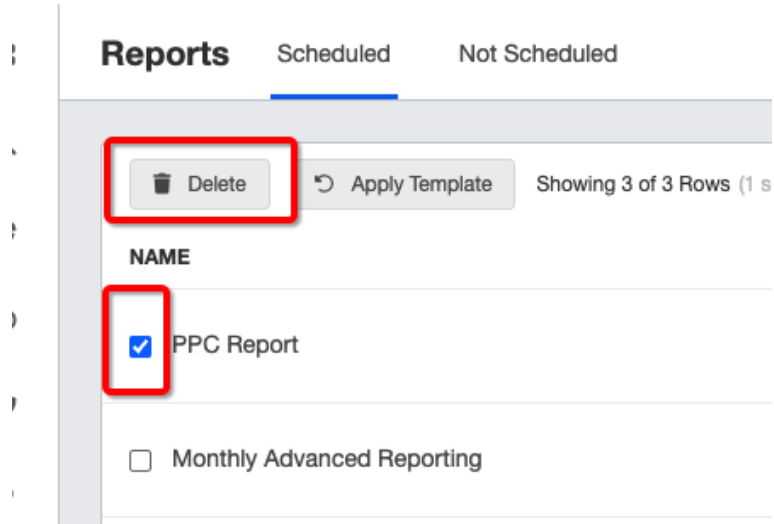
**IF they have more than the PPC report in their account, you will ONLY delete the PPC Report.

**IF the account only has the PPC report, you will delete the entire account!



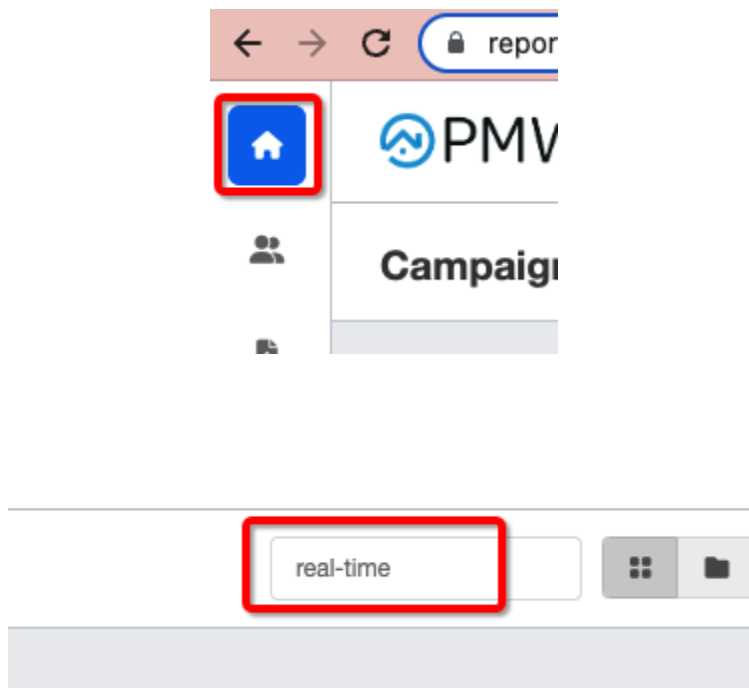
In this case, you will ONLY delete the PPC report

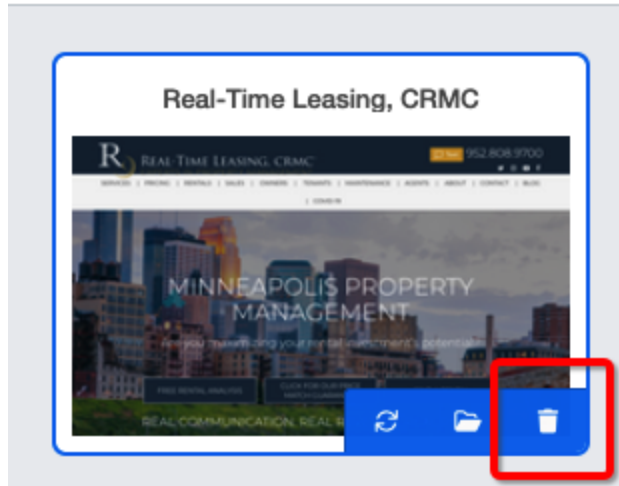
Check the report and click delete



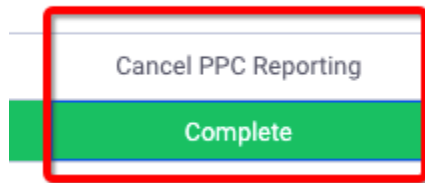
**IF the PPC report is the only report in the reporting section, we will delete the entire account

You will click home → search for the account → delete





Complete in Monday

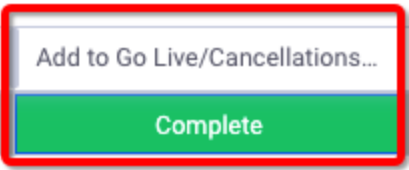


Next, you will add the account to the Go Live/Cancellations sheet
<https://docs.google.com/spreadsheets/d/1pJL6bPrPhBGAPDPFHCTWNrmtYTvGKjTt2irNlzMH4fA/edit#gid=443307955>

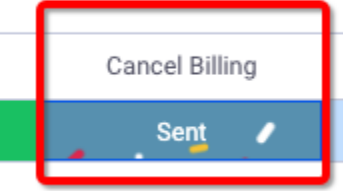
Enter account into correct month and cancellation area

212		EMERALD COAST - GOOGLE ADS (LATE PAYMENT - NOT ANSWERING ANTHONY OR I)
213		
214	SEPTEMBER 2022 GO LIVE	SEPTEMBER CANCELLATIONS
215		REAL-TIME LEASING
216		
217		
218		
219	OCTOBER 2022 GO LIVE	OCTOBER CANCELLATIONS
220		

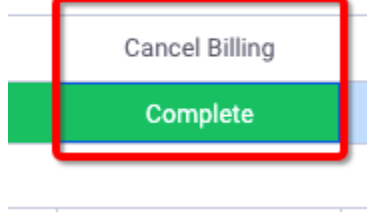
Click complete



Next, you will click Sent in Cancel Billing



Wait a minute or two, and then click Complete in the Cancel Billing section



This will then move the ticket to the canceled section and you are finished!