



BEYOND  
YOUR  
BRAND

# Make your Google Ad Grant work harder



An infinitely better way to  
raise awareness and  
attract donors

FIND ∞ ATTRACT ∞ CONVERT

# Google Ad Grant Packages

Increase your charity's reach and enhance awareness by leveraging **Google's \$10,000 USD per month** of ad spend.

Beyond Your Brand is highly experienced at setting up and managing Google Ad Grant accounts. If you have an active Google Ad Grant account, we can do the rest! Whether you are embarking on a new marketing initiative or looking for support in making sure you are getting the most out of your account, the team at Beyond Your Brand will ensure that your Ad Grant not only remains compliant but that it achieves the charity's online objectives and maximises the return on investment.

## Use your Google Ad Grant to:

- Promote fundraising opportunities
- Recruit new volunteers
- Raise awareness
- Publicise the cause
- Attract donors

## Our team will:

- Carry out research and advise on relevant keywords
- Create targeted campaigns and ad groups
- Create compelling ad copy
- Set up analytics and tracking
- Set up goals and conversion
- Advise on content enhancements on landing pages

## Ongoing Google Ad Grant Management and Optimisation

- Carry out ongoing keyword research and optimisation
- Manage keywords
- A/B test ads to maximise performance
- Utilise ad extensions (sitelinks, callouts, structured snippets, images)
- Optimise landing pages
- Continuously work to improve quality scores
- Manage budgets
- Review and report on key metrics
- Ensure compliance and best practice
- Send monthly reports and analysis

## Our Fees

Set Up Fee From **£700\***

### Monthly Management Fee

<b>FOUNDATION</b>
Up to 50 Ad Groups
£560
<b>ADVANCED</b>
50-100 Ad Groups
£840
<b>PROFESSIONAL</b>
150-350 Ad Groups
£1,400
<b>ENTERPRISE</b>
Over 350 Ad Groups
POA

\*the set up fee is dependent on the size of the account and numbers of ad groups that need to be created. **£700** is a typical set up fee.



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