

Digital Marketing

Paid Advertising Proposal

for Regency Dealers

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Why do Paid Advertising?

Dominate and to be at the **top of Google** for specific keywords that will bring in **qualified leads** to the store, for keywords such as:

- “gas fireplace inserts”
- “gas fireplaces”
- “fireplace inserts”
- “wood stoves”



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How Does It Work?

The screenshot shows a Google search interface with the query "gas fireplace insert" in the search bar. Below the search bar, there are tabs for "All", "Images", "Shopping", "Maps", "Videos", and "More". The search results show "About 1,340,000 results (0.70 seconds)". Three paid advertisements are displayed:

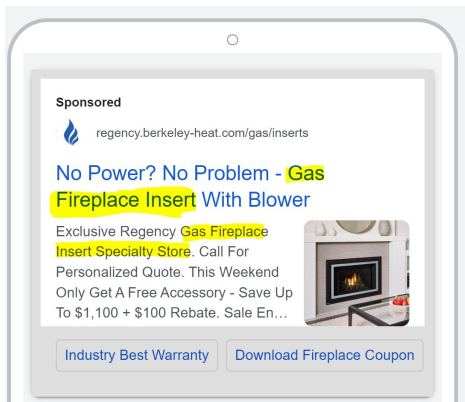
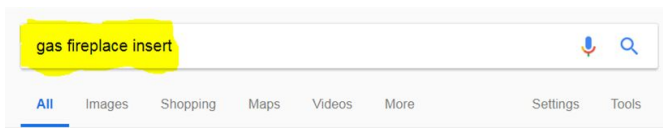
- Advertisement 1:** "Save up to \$800 this weekend | Gas Fireplace Insert | berkeley-heat.com". The URL is "ppc.berkeley-heat.com/Gas/inserts". The description mentions a "Biggest Regency Sale of the Season" with "\$200 Off this weekend" and "45 fireplaces on display". It lists "Medium Fireplace Inserts" (31,000 BTU, 30" wide x 20" high) and "Small Fireplace Inserts" (21,000 BTU, 20" wide x 14" deep).
- Advertisement 2:** "Best Gas Fireplace Inserts | 1-Stop Purchase & Installation". The URL is "www.kiddfireplace.com/gasfireplaces/inserts". The description mentions "Knowledgeable experts guide you from purchase to installation. Best Prices. Over 15 years experience · NFI certified". It lists types: "Multi Sided Fireplaces, Traditional Fireplaces, Contemporary Fireplaces, Gas Inserts". Links include "Gas Fireplaces", "Our Portfolio", "Gas Stoves", and "Contact Us".
- Advertisement 3:** "Real Fyre | Gas Fireplace Insert | realfyre.com". The URL is "www.realfyre.com/". The phone number is "+1 626-369-5085". The description mentions "Experience a beautiful fire without the mess of hauling and burning wood" and "Contact a dealer today · Crafted in the USA".

The ad will reflect the keyword “gas fireplace insert” that the person has typed in. This increases the likelihood that the fireplace dealer has something relevant to offer to this potential customer.

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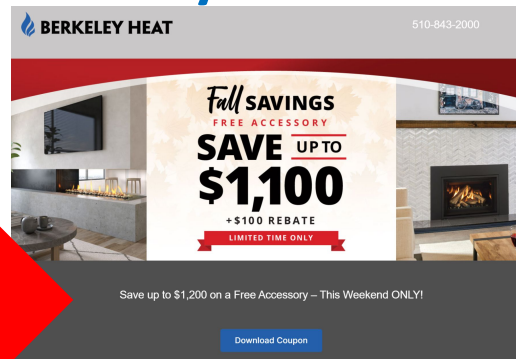
How Does It Work?

When a person clicks on the ad, they will then go to a custom web page, which will message match the ad reflecting the keywords, **giving the potential customer exactly what they want.**



This ad goes to a keyword specific web page customized specifically for the ad campaign.

Both the ads & web pages promote the dealer store first with their store logo & name.



Regency Gas Inserts



Keep toasty warm with high efficient heat when you convert your old fireplace with a Regency gas insert.

Save money by turning down your furnace and zone heat with a Regency gas insert.

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How Does It Work?

The customization of the keywords to ads to custom web pages typically results in a **higher conversion rate**.

Call to Action:

A successful conversion would be to:

- download a coupon or contact us form
- call fireplace dealer store, with a call tracking phone number.

The end result is **higher return on investment**.



How Does It Work?

Potential customers are getting relevant information on their search and **Google rewards advertisers** who spend the time customizing their ad campaign with:

- **better prices** for the clicks
- **higher positions** in the paid ads search results

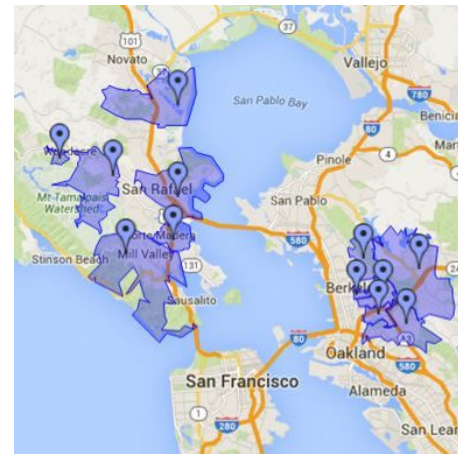


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How Does It Work?

Targeted Audiences: People Who are Actively Looking to Buy Fireplace Products

- The campaign is set up so that **ONLY affluent, owner occupied zip codes** will be shown the ads.
- **Qualified leads** are the result, as people who have seen the ad, have actively entered a fireplace keyword in their Google Search and have taken action as **they want to BUY a fireplace product.**



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How Does It Work?

Comparison of Google Paid Ads to TV & Newspaper Flyers

	Customer Buying Interest	Fireplace Dealer Pays	Ads Shown
TV & Newspaper Flyers	<u>Medium to Low:</u> Customer may or may not be interested in buying a fireplace product	For a specific time slot or date of delivery	A few times on TV or a couple of days in the newspaper with all of the other TV ads & competing flyers
Google Paid Ad	<u>High:</u> Customer has entered a specific keyword related to wanting to buy a fireplace product	Only when a customer takes action and clicks on the ad	Continuous - 24/7 depending on budget Typically can get in one of the top 3 ad spots for targeted keywords

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How We Structure Our Services

1. Initial Set-up

- Regency Google ad **account set-up** and optimization
- Comprehensive **keyword research** & targeting
- Creation of compelling **ad copy**
- Development of **bidding** strategies
- Analysis of **target audience** (demographic & geographic profiling)
- **Landing page** planning, strategy and development

How We Structure Our Services

2. Monthly Maintenance Fee

Upon completion of the initial set-up, monthly maintenance services will commence and includes:

- Ongoing management of online marketing campaigns
- Continuous optimization to drive qualified traffic and boost sales
- Hosting and regular updates to landing pages with current information and promotions
- Monthly performance reports delivered by the 10th of each month

[View sample report here.](#)

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How We Structure Our Services

3. Google Ad Budget

Your Google Ad budget is the amount of money you are willing to spend to appear on Google Search (pay per click amount).

There are three budget sizes to choose from based on dealer location and category.

Typically most of the costs qualify for coop reimbursements.

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How We Structure Our Services

Google Budgets:

GOOGLE AD SPEND	A	B	C
Recommended for:	Urban Key Dealers	Mid-range Dealers	Rural Dealers
January	\$1,500	\$750	\$400
February	\$1,000	\$600	\$400
March	\$1,200	\$500	\$400
April	\$700	\$500	\$300
May	\$700	\$500	\$300
June	\$700	\$400	\$300
July	\$700	\$400	\$300
August	\$800	\$400	\$300
September	\$1,200	\$500	\$400
October	\$1,500	\$750	\$500
November	\$1,500	\$1,000	\$500
December	\$1,500	\$750	\$400
Total	\$13,000	\$7,050	\$4,500
Maintenance Fee for 1 year			
(\$350 x 12 months)	\$4,200	\$4,200	\$4,200
1 YEAR COST	A	B	C
(Google Ad Spend + Maintenance Fee)	\$17,200	\$11,250	\$8,700
Co-op @ 50%	\$8,600	\$5,625	\$4,350

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Payment & Terms of Services

Item & Cost	Payment Terms
Initial Set-up \$1,750 for Regency ad campaign	50% to be paid before project is initiated; project will begin once deposit is received
	Remaining 50% due Net 30 days upon completion
Monthly Services \$350 per month for Regency ad campaign	Due monthly
Google Ad Spend	Client pays Google directly with their credit card

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Other Services

Custom Google ad campaigns and landing pages for other product lines such as:

- BBQs & Grills
 - Pizza Ovens
 - Hot Tubs
 - Outdoor Furniture
- and more!



Other Services

A few more things I can offer to help with:

- **Website Consulting** - whether it is a new website or giving a current website the touch up it needs to be more successful on the web.
- **Organic Search Engine Optimization** - optimizing website to rank in search engines for targeted keywords.
- **Customer Relationship Management** - developing and implementing customer email newsletter campaigns.
- **Social Media** - designing and implementing effective social media strategies to jumpstart brand growth.

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Other Services

Inteko Consulting also offers:

- Website hosting
- Website maintenance and updating (themes and plugins)
- Website performance optimization
- Daily host based backups of content & database
- Commercial firewall service and monthly security review
- SSL certificate renewal
- Domain name registration & renewal
- Email, Office 365, management & licensing

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Questions?

Feel free to reach out to me!

Tammy Diesner
Digital Marketing Specialist



marketing@intekoinc.com
604.789.0610

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