
Portsmouth HQ
155 Fleet St, 3rd Floor
Portsmouth, NH 03801

Boston
867 Boylston St, 5th Floor
Boston, MA 02116

San Francisco
535 Mission St, 14th Floor
San Francisco, CA 94105

Vital Digital
info@vtl.design.com
www.vtl.design.com

Paid Digital Advertising Program.



Our paid management program is designed to increase your return on investment across various digital advertising platforms. Our expert strategists work across all digital channels: Google Ads, Facebook Ads, LinkedIn Ads, Bing Ads, Pinterest Ads, and more.

Ad Platforms

Google      

- 28%

Decrease in
Cost-Per-Lead

+ 30%

Increase in
eCommerce Sales



+ 40%

Increase in Click
Through Rate (CTR)

- 35%

Reduction in Cost
Per Click (CPC)

“ We managed our paid budget in-house. We made the decision to hire Vital... Best decision ever. **Vital’s team has increased online tire sales 3x and service booking leads have doubled with the same budget we once managed internally.** ”

Lynn Campbell
Director of Marketing, VIP Auto



“ Since partnering with Vital, our KPIs like CTR and cost-per-lead are up and to the right. Specifically, **we are getting twice as many online leads and 75% more eCommerce sales out of our monthly spend. Vital has paid for themselves five times over.** ”

Stefa Normantas
Marketing Director, Texture Plus



What’s Included?

Here’s what you can expect from Vital’s paid digital advertising program:

- ✓ Bid management
- ✓ Ad design
- ✓ Closed loop tracking
- ✓ Check-in calls/meetings
- ✓ Keyword management
- ✓ Ad copy optimization & Testing
- ✓ Landing page design & Performance review
- ✓ Monthly campaign performance report
- ✓ Ad placement & Targeting adjustments
- ✓ Geo-targeting improvements
- ✓ Proactive campaign recommendations
- ✓ Lead quality & ROI analysis

Your paid digital advertising team.

A full team of digital marketing experts focused on optimizing your campaign objectives.

Strategy



+ Paid Digital Ad Strategist
(PPC, retargeting, paid soc, etc.)

Management



+ SEM Project Manager
+ SEM Coordinator

Production



+ Content Strategist
+ Web Developer
+ UX/UI Designer
+ Video Specialist



Pricing.

Paid Digital Advertising: Account Setup.

Vital's Strategist will work with the rest of our SEM team to do everything from keyword research and grouping to account and campaign setup, landing page design, development, and more.

From new account setup to auditing existing accounts, Vital's setup process ensures creating optimized campaigns and channels. We make sure everyone's setup is customized to their unique needs and requirements. Example account setup in the table below:

Example Account Setup Pricing	
Project	Price
Keyword research & grouping or audience & demographic research	\$1,000
Campaign setup	\$1,500
Landing page design, development, copy	\$3,000
Total:	\$5,500

This cost varies depending on the condition of the account, but is typically between \$3,000 and \$10,000.

Vital Provides:

- ✓ Kickoff meeting
- ✓ Campaign development and structure
- ✓ Keyword research
- ✓ Ad copywriting
- ✓ Account setup (or restructure)
- ✓ Ad design
- ✓ Keyword grouping
- ✓ Landing page design and development

Paid Digital Advertising: Monthly Management Fees.

Vital charges a monthly management fee as a percentage of spend. Vital converts the dollars into hours, and uses those hours to actively manage the account through the month.

Our management fees cover monthly bid adjustments, negative keyword management, campaign tweaks, reporting on key metrics, content changes, landing page adjustments, and meetings. Other projects like spinning up net new campaigns or landing pages are typically done as projects or in the setup phase.

Advertising Spend	Management Fee
< \$3,000	\$600 (flat fee)
\$3,000 - \$9,999	20%
\$10,000 - \$19,999	17.5%
\$20,000 - \$29,999	15%
\$30,000 - \$39,999	12.5%
\$40,000+	10%

Spend level is based on a per channel/network spend (unless otherwise noted), i.e. \$5k spend in Google network and \$5k spend in Facebook/Instagram network is NOT a \$10k spend level and would use rates based on \$5k spend level.

Clients who are also enrolled in a digital marketing retainer receive a 10% discount on the above monthly management fees.

Ad Platforms

