



**SHADED
SAVANNA**
(Pty) Ltd

Service Features

Digital Marketing

1. The campaign creation phase includes the following:
 - a. Creating your marketing strategy
 - b. Creating your project plan
 - c. Providing your client resources
 - d. Creating your Google account (if applicable)
 - e. Creating your Google Ads account (if applicable)
 - f. Creating your Google Analytics account (if applicable)
 - g. Creating your Google Search Console account (if applicable)
 - h. Creating your Google Optimize account (if applicable)
 - i. Creating your Google Tag Manager account (if applicable)
 - j. Creating your Google My Business account (if applicable)
 - k. Creating your Google Merchant Center account (if applicable)
 - l. Linking your Google Ads account to your Google Analytics account, Google Search Console account, Google Optimize account, Google Merchant Center account, and Google My Business account (where necessary and if applicable)
 - m. Linking your Google Analytics account to your Google Search Console account, Google Tag Manager and Google Optimize accounts (if applicable)
 - n. Setup your Google Tag Manager tag which includes the following tags:
 - i. Google Analytics tracking tag
 - ii. Google Ads Remarketing tag
 - iii. Google Ads Conversion tag
 - iv. Google Optimize tag
 - o. Installing and testing your Google Tag Manager tag on your website
 - p. Performing a Brand Audit which includes:
 - i. Auditing your website and ensuring your website is in accordance with Digital Marketing best practices
 - ii. Copy editing your content (if applicable)
 - iii. Copy writing content for your business (if applicable)
 - q. Adding necessary website policies
 - r. Keyword research (if applicable)
 - s. Adding the researched keywords to your Google Ads campaign (if applicable)
 - t. Creating customer personas
 - u. Creating one responsive search ad per ad group (if applicable)
 - v. Creating a minimum of two Display Ads per ad group (if applicable)
 - w. Creating Google Shopping Ads (if applicable)
 - x. Creating and adding the applicable ad extensions to your Google Ads campaign
 - y. Adding your Google Ads campaign targeting (if applicable):
 - i. Locations
 - ii. Audience
 - iii. Content
 - iv. Languages
 - v. Device type
 - vi. Hours of the day and days of the week

- aa. Adding your Google Ads daily ad spend budget
 - bb. Creating Key Performance Indicators
2. The Google Ads account management phase includes the following:
- a. Analysing your Google Ads account performance with Google Ads and Google Analytics
 - b. Analysing your paid search website performance with Google Analytics
 - c. Optimizing your Google Ads account
 - d. Sending monthly or quarterly Google Ads performance reports
 - e. Optimizing your website for conversions by:
 - i. Performing landing page experiments (If applicable)
 - f. Providing client support (Monday to Friday, 08:00-17:00)

Tracking and Analytics

- 1. Create Google Tag Manager account
- 2. Deploy Google Analytics
- 3. Set up tracking for:
 - a. Pageviews
 - b. Conversions
 - c. Events
 - d. Ecommerce (if applicable)
 - e. Calls
 - f. Client ID

Reporting

- 1. Create one 10+ page Google Data Studio report that has data from:
 - a. Google Ads
 - b. Google Analytics
 - c. Google Search Console
 - d. Other (if applicable)

Legal

- 1. Create and add the following legal documents for your website
 - a. Terms and services
 - b. Privacy policy
 - c. Cookie policy
 - d. Cancellation policy
 - e. Delivery policy

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Shaded Savanna (Pty) Ltd

Dynamic Digital Marketing

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