

DIGITAL MARKETING UPWORK PROPOSAL

HI ERIC,

I BELIEVE I AM THE RIGHT FIT FOR THIS POSITION, HERE IS WHY:

I CAN BRING MY EXPERIENCE TO YOUR DIGITAL ADVERTISING IT SERVICES, TO DESIGN OR RE-ENGINEER SUCCESSFUL: GOOGLE SEARCH AD CAMPAIGNS AND GOOGLE DISPLAY AD CAMPAIGNS.

I WILL MAINTAIN ALL AVAILABLE GOOGLE AND WEB ANALYTICS, RE-TESTING ANNUALLY ON EACH TYPE OF CAMPAIGN: SEARCH AND DISPLAY CAMPAIGNS.

CLEAN UP YOUR GOOGLE ADWORDS ACCOUNT FROM:

LOW SEARCH VOLUME KEYWORDS, (LSV)

LOW AND NO IMPRESSION KEYWORDS

PURPOSELESS AD GROUPS

PAUSE ALL LSV TERMS THAT FALL INTO SPECIFIC FILTERS

I'VE HAD THE OPPORTUNITY TO CREATE, REBUILD, OPTIMIZE, AND MANAGE MANY SUCCESSFUL CAMPAIGNS ON PAID SEARCH PLATFORMS, OPTIMIZING PPC CAMPAIGNS TO MAXIMIZE PERFORMANCE (CHECK MY PROFILE AND PORTFOLIO FOR MY PAST WORK).

I WILL GET EVERY DETAIL RIGHT TO CREATE CAMPAIGNS THAT GENERATE SIGNIFICANT PROFITS FOR YOU. I UTILIZE INDUSTRY-BEST PPC PRACTICES AND HAVE DEVELOPED A NUMBER OF CUSTOM, TIME-TESTED WORKFLOWS AND METHODS TO MAXIMIZE CONVERSION VOLUME AND RETURN ON AD SPEND (ROAS). I DEPLOY THE LATEST CAMPAIGN AUTOMATION CAPABILITIES AGGRESSIVELY, UTILIZING ALL AUTOMATED BIDDING AND MACHINE LEARNING ALGORITHMS AVAILABLE.

ALL CAMPAIGNS WILL BE BUILT WITH 100% CONVERSION TRACKING IN PLACE FROM THE START, SO THEY CAN BE MOVED ONTO AUTOMATED BIDDING AT THE EARLIEST OPPORTUNITY. THIS OFTEN BOOSTS IN PERFORMANCE WHILE REDUCING CAMPAIGN MANAGEMENT OVERHEAD.

IF THIS SOUNDS LIKE WHAT YOU ARE LOOKING FOR, I LOOK FORWARD TO DISCUSSING HOW I MAY BE ABLE TO ASSIST YOU.

