

PPC Campaign Pitch

Kelston Marketing in Southlake, TX

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Kelston Campaign Pitch

Vital to any brand, pay-per click campaigns can lead to an increase in both awareness and sales. The purpose of this proposal is to present a pay-per-click (PPC) advertising campaign to Stephanie Cross, the founder of Kelston Marketing in Southlake, TX. The campaign is designed to increase both leads and client conversions while maximizing a return on investment (ROI). Using keyword research tools such as Spyfu, and Google's Keyword Tool, this proposal outlines the campaign objectives, tactics, budget, and projected results. The strategy emphasizes a clear purpose utilizing PPC to leadership by connecting marketing directly to performance metrics.

Meet Kelston Marketing

Kelston Marketing is a marketing agency in Southlake, TX that targets both entrepreneurs and mid-large sized agencies. The age range of the clients is between 24 and 38-years-old. Kelston targets both DFW and clients nationally. Kelston grows businesses through SEO tactics like copywriting, branding, and web optimization, reaching target audiences through organic tactics. Kelston has a huge opportunity to grow its own brand through PPC even if it does not offer that service to clients. Doing PPC for the Kelston brand, the closest competitor is Searchbloom. To stand out from competitors in PPC, Kelston requires campaigns delivering high returns on investment. There needs to be clear and measurable results. This proposal will evaluate how to effectively deliver.

Objective

Understanding Kelston's visibility is key to understanding why to pursue PPC. Long term SEO is a good tactic for Kelston in branding awareness. "SEO provides a minimum ROI of

500% over a 6-12 month period. This investment grows steadily and shows peak results during the second or third **year** of dedicated work. Companies often question if the wait pays off – but the numbers speak volumes.” (Mikhalenkov, 2025) The trick is however for this to pay off it has to be constant involvement in SEO tactics to reach a payoff. When it comes to Kelston, the brand is receiving an average of one monthly SEO click per month with its highest-ranking organic keyword “Kelston”, being 18 in rank. (Spyfu, n.d)

Kelston in that notion, definitely needs to implement PPC urgently to see quick results until it can play the long awaited SEO game for bigger payoff. “PPC ads yield an average ROI of 200%. Companies earn about \$2 for every \$1 spent on Google Ads. Though lower than SEO returns, PPC delivers quick visibility and results. Speed and precision give PPC its edge. Traffic starts flowing right after campaign launch and converts up to 50% better than organic traffic. Quick promotions and product launches benefit from this immediacy in ways pure ROI calculations can’t capture. **PPC ROI standards by industry in 2025:** Ecommerce: 200-400%, B2B SaaS: 150-300%, Lead generation: 200-500%, and Service businesses: 300-600%” (Mikhalenkov, 2025) Looking at this the value for PPC is clear.

This proposal is designed to help Kelston achieve two key purposes: Firstly, generate brand awareness of the Kelston brand by ad impressions. Secondly, generate a return in sales through traffic going to the service page that leads to form submissions. Kelston has not tried PPC yet, so this is a big opportunity for the brand. Just to give an idea of the importance of PPC for Kelston lets look at the competitor Search Bloom. The brand Search Bloom uses a mix of SEO and PPC then gets a total monthly search volume of 8.89K. (Spyfu, n.d.) This is just to demonstrate the value using both PPC/SEO together can weigh.

Evaluation

Notable points of differentiation between Kelston and Search Bloom include:

- Search Bloom uses a lead magnet contact form on the homepage of their website. With Kelston you have to dig into the “Service” page to reach the call-to-action service form.
- Search Bloom uses free tools to increase traffic to their website. Kelston does not offer anything visible for free on its website.
- Search Bloom makes customer testimonials its own page. Kelston’s customer testimonials are hidden at the bottom of the “About” page.
- Kelston has a more elegant look to its pages and colors. This has high potential mixed in with good PPC.
- Creatives serve are professional showcases of Kelston’s capabilities, reflecting the quality and expertise of clients can expect on Kelston’s site.

-Although there are differences between Kelston and Search Bloom there is a lot to takeaway. Kelston can branch into PPC campaigns ensuring returns that lead to a competitive advantage while organic SEO builds long-term results and high value customers.

Proposal

Keyword phrases in four broad categories will be developed and distributed via Google Ads such as: Service/Project Keywords, Types of Jobs/Industries Keywords, Industry Concepts Keywords, and Branded Search Keywords.

Service/Project Keywords

<input type="checkbox"/> brand building strategies	100 – 1K	0%	0%	Low	—	\$3.34	\$12.59
<input type="checkbox"/> personal branding strategy	100 – 1K	0%	0%	Low	—	\$1.59	\$3.18
<input type="checkbox"/> employer brand strategy	100 – 1K	0%	0%	Low	—	\$5.15	\$14.50
<input type="checkbox"/> brand development strategies	100 – 1K	0%	0%	Low	—	\$4.52	\$15.06
<input type="checkbox"/> employee branding strategy	100 – 1K	0%	0%	Low	—	\$5.15	\$14.50
<input type="checkbox"/> social media strategy for small b...	100 – 1K	0%	0%	Low	—	\$4.06	\$12.51
<input type="checkbox"/> brand strategy services	100 – 1K	0%	0%	Low	—	\$3.82	\$15.24
<input type="checkbox"/> brand awareness marketing strat...	100 – 1K	0%	+900%	Low	—	\$4.09	\$23.77
<input type="checkbox"/> business social media strategy	100 – 1K	0%	0%	Low	—	\$3.81	\$16.59
<input type="checkbox"/> brand content strategy	100 – 1K	-90%	0%	Low	—	\$2.95	\$26.15
<input type="checkbox"/> brand strategy company	100 – 1K	0%	0%	Low	—	\$4.31	\$11.95
<input type="checkbox"/> brand communication strategy	100 – 1K	0%	0%	Low	—	\$3.57	\$12.96
<input type="checkbox"/> brand launch strategy	100 – 1K	0%	+900%	Low	—	\$4.03	\$13.56
<input type="checkbox"/> brand architecture strategy	100 – 1K	-90%	0%	Low	—	\$2.38	\$10.80
<input type="checkbox"/> product branding strategy	100 – 1K	0%	+900%	Low	—	\$3.00	\$14.50
<input type="checkbox"/> brand management strategies	100 – 1K	0%	0%	Low	—	\$3.84	\$14.26
<input type="checkbox"/> brand social media strategy	100 – 1K	0%	0%	Low	—	\$3.66	\$13.91
<input type="checkbox"/> brand strategy for startups	100 – 1K	0%	+900%	Low	—	\$4.41	\$14.14
<input type="checkbox"/> brand and content strategy	100 – 1K	-90%	0%	Low	—	\$2.95	\$26.15
<input type="checkbox"/> corporate brand strategy	100 – 1K	0%	+900%	Low	—	\$3.92	\$18.71
<input type="checkbox"/> hr branding strategy	100 – 1K	0%	0%	Low	—	\$5.15	\$14.50
<input type="checkbox"/> creative brand strategy	100 – 1K	0%	+900%	Low	—	\$3.23	\$14.12
<input type="checkbox"/> brand reputation strategy	100 – 1K	-90%	0%	Low	—	—	—
<input type="checkbox"/> brand growth strategies	100 – 1K	-90%	0%	Low	—	\$4.21	\$14.40
<input type="checkbox"/> branding and communication str...	100 – 1K	0%	0%	Low	—	\$3.57	\$12.96

(Google Keyword Planner, n.d.)

Types of Jobs/Industries Keywords

Q: Marketing Services		United States	English	Google	Jul 2024 – Jun 2025	—	
Broaden your search: + digital agency services + marketing agency + advertising company + marketing company + marketing + services + internet marketing							
<input checked="" type="checkbox"/> Exclude adult ideas	x	Add filter	1,132 keyword ideas available				
Keyword	» Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> digital marketing services	10K – 100K	0%	+900%	Low	—	\$5.71	\$19.18
<input type="checkbox"/> social media advertising	10K – 100K	-90%	0%	Low	—	\$8.15	\$39.32
<input type="checkbox"/> marketing agencies	10K – 100K	0%	0%	Low	—	\$5.00	\$15.01
<input type="checkbox"/> email marketing platform	10K – 100K	0%	0%	Low	—	\$16.76	\$61.53
<input type="checkbox"/> marketing agency near me	10K – 100K	0%	0%	Low	—	\$4.50	\$18.39
<input type="checkbox"/> search engine marketing	10K – 100K	0%	0%	Low	—	\$1.81	\$9.97
<input type="checkbox"/> mailchimp cost	10K – 100K	-90%	-90%	High	—	\$2.71	\$19.69
<input type="checkbox"/> digital marketing near me	10K – 100K	0%	0%	Low	—	\$6.44	\$24.19
<input type="checkbox"/> mailchimp prices	10K – 100K	-90%	-90%	High	—	\$2.71	\$19.69
<input type="checkbox"/> digital marketing agency near me	10K – 100K	0%	0%	Low	—	\$5.00	\$19.97
<input type="checkbox"/> advertising agency near me	10K – 100K	0%	0%	Low	—	\$3.73	\$15.12
<input type="checkbox"/> social media marketing agencies	10K – 100K	0%	0%	Low	—	\$5.95	\$19.79
<input type="checkbox"/> social network advertising	10K – 100K	-90%	0%	Low	—	\$8.15	\$39.32
<input type="checkbox"/> marketing consulting	10K – 100K	0%	0%	Low	—	\$3.87	\$16.20
<input type="checkbox"/> smm marketing	10K – 100K	0%	0%	Low	—	\$4.43	\$16.38
<input type="checkbox"/> seo agency near me	10K – 100K	0%	0%	Low	—	\$12.86	\$47.36
<input type="checkbox"/> ad agencies near me	10K – 100K	0%	0%	Low	—	\$3.73	\$15.12
<input type="checkbox"/> seo service near me	10K – 100K	0%	0%	Low	—	\$12.86	\$47.36
<input type="checkbox"/> digital marketing firms	10K – 100K	0%	0%	Low	—	\$5.16	\$14.76
<input type="checkbox"/> seo and marketing	10K – 100K	0%	0%	Low	—	\$7.56	\$34.50
<input type="checkbox"/> seo companies near me	10K – 100K	0%	+900%	Low	—	\$15.78	\$55.60
<input type="checkbox"/> pay per click campaign	10K – 100K	0%	0%	Low	—	\$3.40	\$12.56
<input type="checkbox"/> local search engine optimization	10K – 100K	0%	0%	Low	—	\$8.37	\$24.55
<input type="checkbox"/> seo firms	10K – 100K	0%	0%	Low	—	\$13.80	\$57.62
<input type="checkbox"/> seo optimization company	10K – 100K	0%	0%	Low	—	\$13.80	\$57.62
<input type="checkbox"/> seo optimization agency	10K – 100K	0%	0%	Low	—	\$12.30	\$60.08
<input type="checkbox"/> targeted marketing	10K – 100K	-90%	-90%	Low	—	\$4.20	\$24.30
<input type="checkbox"/> internet marketing service	10K – 100K	0%	+900%	Low	—	\$8.99	\$30.26
<input type="checkbox"/> seo consultation	10K – 100K	0%	+900%	Low	—	\$9.48	\$47.81
<input type="checkbox"/> social marketing agencies	10K – 100K	0%	0%	Low	—	\$5.95	\$19.79
<input type="checkbox"/> search engine optimization agen...	10K – 100K	0%	0%	Low	—	\$13.80	\$57.62
<input type="checkbox"/> smm social media marketing	10K – 100K	0%	0%	Low	—	\$4.43	\$16.38

(Google Keyword Planner, n.d.)

Industry Concepts Keywords

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
digital marketing	100K - 1M	-90%	-90%	Medium	—	\$4.61	\$14.07
affiliate marketing	10K - 100K	0%	0%	Medium	—	\$1.00	\$7.38
email marketing	10K - 100K	0%	0%	Medium	—	\$10.94	\$49.83
social media marketing	10K - 100K	0%	0%	Low	—	\$4.43	\$16.38
mailchimp pricing	10K - 100K	-90%	-90%	High	—	\$2.71	\$19.69
digital marketing agency	10K - 100K	0%	0%	Low	—	\$5.37	\$19.18
marketing agency	10K - 100K	0%	0%	Low	—	\$5.00	\$15.01
lead generation	10K - 100K	0%	0%	Medium	—	\$8.99	\$34.00
online marketing	10K - 100K	-90%	-90%	Low	—	\$5.81	\$22.96
influencer marketing	10K - 100K	-90%	-90%	Low	—	\$5.70	\$34.38
social media marketing agency	10K - 100K	0%	0%	Low	—	\$5.95	\$19.79
affiliate marketing programs	10K - 100K	0%	0%	Low	—	\$1.02	\$6.55
seo marketing	10K - 100K	0%	0%	Low	—	\$7.56	\$34.50
omnivend	10K - 100K	0%	+900%	Medium	—	\$2.02	\$16.25
facebook advertising	10K - 100K	0%	0%	Medium	—	\$4.23	\$48.18
network marketing	10K - 100K	0%	0%	Low	—	\$1.59	\$7.19
influencer marketing agency	10K - 100K	+900%	+900%	Low	—	\$5.10	\$35.76
digital marketing company	10K - 100K	0%	0%	Low	—	\$5.16	\$14.76
seo optimization	10K - 100K	-90%	0%	Medium	—	\$8.56	\$34.50
marketing companies	10K - 100K	-90%	-90%	Low	—	\$6.24	\$24.15
advertising agency	10K - 100K	0%	0%	Low	—	\$5.00	\$19.75
online advertising	10K - 100K	0%	+900%	Low	—	\$8.05	\$42.48
marketing strategy	10K - 100K	0%	0%	Low	—	\$3.01	\$11.70
affiliate programs	10K - 100K	0%	0%	Medium	—	\$0.90	\$4.42
marketing plan	10K - 100K	-90%	-90%	Low	—	\$3.53	\$12.59
branding agency	10K - 100K	-90%	0%	Low	—	\$4.19	\$12.82
digital marketing services	10K - 100K	0%	+900%	Low	—	\$5.71	\$19.18
content marketing	10K - 100K	+900%	+900%	Low	—	\$4.85	\$18.90
social media advertising	10K - 100K	-90%	0%	Low	—	\$8.15	\$39.32
instagram marketing	10K - 100K	0%	0%	Low	—	\$5.98	\$24.71
influencer	10K - 100K	0%	0%	Low	—	\$1.53	\$13.22
market analysis	10K - 100K	-90%	0%	Low	—	\$3.55	\$12.81

(Google Keyword Planner, n.d.)

Branded Search Keywords

Keywords you provided							
<input type="checkbox"/> kelston	100 - 1K	0%	0%	Low	—	\$0.47	\$1.58
<input type="checkbox"/> kelston marketing	0 - 10	—	—	—	—	—	—
<input type="checkbox"/> kelston agency	0 - 10	—	—	—	—	—	—
<input type="checkbox"/> kelston creative	0 - 10	—	—	—	—	—	—

(Google Keyword Planner, n.d.)

Timeframe & Budget

- Campaign duration: 3 months
- Weeks 1–2: Campaign setup which will include ad creation, structuring, landing page optimization, and conversion tracking

- Ongoing: Weekly reporting for progress, monthly reviews with adjustments

Budget Allocation:

- Service/Project Keywords – 30%
- Job/Industry Keywords – 30%
- Industry Concepts – 30%
- Branded Search – 10%

Investment & Returns

A one time fee will be charged of \$1,500 which will include consultation, PPC analysis and needed setup for getting started. Setup includes ad creation, structuring, landing page optimization, and conversion tracking. There will be ongoing weekly reporting for progress, monthly reviews with adjustments for a monthly \$1,000 fee. Cost of monthly campaign we can start at \$2, 500

Estimated ROI:

Every \$1 spent estimated ROAS is \$2

$\$2,500 \times 2 = \$5,000$ revenue per month

$\$5,000$ revenue – second month (so on) $-\$2,500$ ad spend $-\$1,000$ fee $= \$1,500$ profit

Projected 3-Month Results:

Total Revenue: \$15,000

Total Costs: \$12,000 ($\$7,500$ ad spend + $\$3,000$ management + $\$1,500$ setup)

Total Profit: \$3,000

ROI: $\$15,000 \div \$12,000 = 125\%$

(Open AI, n.d.)

Conclusion

The proposed PPC campaign will cost \$4,500 for three months but is projected to return \$3,000 in profits. This campaign is designed to support ongoing SEO efforts, capture market share from competitors, and directly generate measurable results in leads and revenue. The outcome will not only deliver financial returns but also strengthen Kelston's position in its market.

References

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