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Google Ads Management Services

Official Proposal

Prepared By
Nikitha Web Development Private Limited
Chennai, India

info@nikitha.com | +91 9841244236

www.nikitha.com

Prepared For: KGK Jet India Pvt Ltd
Date: 18-9-26

Good Day,

Thank you for your inquiry. Please find our proposal for the professional management and optimization of your Google Ads campaigns.

At Nikitha.com, a Certified Google Partner, we have been providing web design and digital marketing services for over **22+ years**, serving more than **6,000+ clients** worldwide.

Our Google Ads team has hands-on experience managing **60+ campaigns**, including individual client advertising budgets of up to **₹6,00,000 per month**. With extensive campaign management experience, continuous optimization, and a strong focus on lead generation, we help businesses make their advertising investments more effective and measurable.

Google ADs Management Fee Structure

Management Fee : **₹15,000**/month

Number of Ad campaign : **1 Ad campaigns**

- Additional ad account or ad campaign management will be charged @ 10000/month
- When the campaign budget exceeds the threshold (₹1,50,000/month), a percentage-based model applies, and the management fee will be 10% of the total monthly ad spend.

What's Included in our package

- Campaign setup & strategy planning
- Keyword research & ad group structuring
- Ad copywriting & creative guidance
- Landing page setup & optimization
- Conversion tracking setup (Google Tag Manager, Analytics)

- Ongoing bid & budget optimization
- A/B testing of ads & landing pages
- Regular security & policy compliance check
- Monthly performance reports
- Insights & recommendations
- Lead management application (up-to 6 users)
- CRM API integration

Our Google Ads Strategy

Initially, we recommend allocating the advertising budget across **Google Search Ads and Google Display Ads**, with a primary focus on lead generation supported by brand visibility.

Google Search Ads — 90% of Ad Budget

Focused on generating targeted enquiries and conversions by reaching **potential customers who are actively searching** for your products and services using relevant, high-intent keywords.

Google Display Ads — 10% of Ad Budget

Focused on building brand visibility and familiarity by displaying ads to **relevant audiences based on their interests, online behavior, and engagement with related products and services** across Google's Display Network. Display Ads can also be used for **remarketing** to users who have previously visited or interacted with your website.

This **90:10 allocation** prioritizes high-intent lead generation while maintaining consistent brand exposure to support the overall customer journey.

When potential customers search using high-intent keywords, they are often presented with several competing brands. A brand they have already seen or become familiar with may feel more recognizable and credible, which can influence their decision to click and explore further.

Running **Display Ads alongside Search Ads** helps keep your brand visible to the relevant audience across their online journey. Repeated brand exposure can strengthen brand recall and familiarity over time.

This combined approach helps us:

- **Build Brand Familiarity** – Increase repeated exposure among the target audience.
- **Support Search Performance** – A recognizable brand can encourage users to engage when they later see it in search results.
- **Build Trust & Recall** – Consistent visibility helps establish familiarity before the customer is ready to make a decision.
- **Influence the Decision Journey** – Display Ads create awareness, while Search Ads capture users when they actively show purchase or enquiry intent.

"Search Ads connect with customers at the moment they are actively searching for your products or services, while Display Ads build brand awareness, familiarity, and trust."

Raw leads to qualified leads percentage

Across selected Google Ads accounts managed by us, we have achieved a qualified lead rate of approximately **60% to 70%** of total enquiries after several months of continuous campaign optimization.

This performance was achieved progressively through keyword refinement, search-term and negative keyword optimization, audience and location adjustments, ad messaging improvements, landing-page optimization, and continuous feedback on lead quality.

For your campaign, we will follow the same structured optimization approach, using actual campaign and lead-quality data to progressively improve the proportion of relevant and qualified enquiries.

Note: This percentage represents performance achieved in existing managed accounts and is provided as a benchmark, not as a guaranteed result. Actual performance may vary based on industry, competition, budget, market conditions, and lead qualification criteria.

Terms & Conditions

1. **Payment Schedule**
    - Along with the order confirmation, **one month's management fee is payable in advance** to initiate the Google Ads campaign.
    - Monthly service fee is due on or before the **3rd of every month**.
    - A **minimum commitment of 3 months** is required to initiate services.

2. **Ad Campaign Budget**
    - The minimum ad budget for Google Ads campaigns is **₹1000 per day**.
    - All ad spend must be paid **directly by the client** to Google Ad account.
3. **Client Responsibilities**
    - Handling of all inquiries (emails, WhatsApp messages, and phone calls) will be the responsibility of the client.
    - The client must share **daily updates on lead quality and quantity**, including details from enquiry forms, WhatsApp, phone calls, and emails.
4. **Termination & Renewal**
    - Either party may terminate the agreement by providing a **30-day written notice** after the minimum 3-month commitment period.
    - Services will automatically continue on a monthly basis unless terminated in writing.
    - Renewal terms and pricing are subject to review at the end of each contract period.

I'm looking forward to the opportunity to work together and achieve great results.

D.Sivakumar

Managing Director/CEO



Authorized signatory

For Nikitha Web Development Pvt. Ltd.

Contact info

Landline: 044 426 33233 / 044 3143 0197

Mobile: 98412 44236 / 74001 76222

Email: info@nikitha.com

Registered Office Address

Nikitha Web Development Private Limited

55, 3rd Floor, KadarkaraiThangam Complex,

Kamala Nehru Nagar 2nd Street, 100 Feet Road,

Choolaimedu, Chennai - 600094.

Landmark: Near Arumbakkam Metro Station, Opp. to AyswariyaMahal

Google map: https://g.page/nikithawebdevelopment?share

Our Bank details:

Name: **Nikitha**
Bank: Canara Bank
Account Number: 0975201012593
Account Type: current Account
Branch: Ashok Nagar
Branch Code: 000975
IFS Code: CNRB0000975
MICR Code: 600015006

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We Prioritize Ethics Over Technology

Two decades of digital excellence