

Subject: Proposal submission for Google ads management

Good Day,

Thank you for your inquiry. Please find our proposal for expertly managing your Google Ads campaigns.

At Nikitha.com, a **Certified Google Partner**, we have been specializing in web design and digital marketing services for **over 22 years**. Trusted by more than **6,000 + clients worldwide**, we are dedicated to delivering exceptional results to help grow your business online.

We are authorized partners of



Certified by Google



Lead Generation Services (Google Ads)

Includes: Management & optimization of Google Ads campaigns + landing page development.

Business Package (Single Campaign)

- ₹15,000/month
- Covers **1 campaign**
- Ad budget up to ₹1,50,000/month
- For budgets above ₹1,50,000/month, management fee will be **12% of ad spend**

Professional Package (Multiple Campaigns / Ad Accounts)

- ₹10,000/month (*per campaign or ad account*)
- Covers **up to 5 campaigns/ad accounts**
- Ad budget up to ₹1,50,000/month **per campaign/ad account**
- For budgets above ₹1,50,000/month, management fee will be **10% of ad spend**
- **Note:** This package is applicable only if you run **3 or more campaigns/ad accounts**

What's Included in All Packages

- Campaign setup & strategy planning
- Keyword research & ad group structuring
- Ad copywriting & creative guidance
- Landing page setup & optimization (basic)
- 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 with insights & recommendations

Terms & Conditions

1. Payment Schedule

- Our 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 **₹500 per day**.
- All ad spend must be paid **directly by the client** to Google Ads.

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. Service Scope

- Our services cover campaign setup, optimization, and reporting.
- Any requirements outside the defined scope will be considered **additional work** and charged separately.

5. 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.


Our Commitment to Ethics

"We prioritize integrity and transparency in all our work. Our team delivers results without compromising on ethics, ensuring you can trust us every step of the way."

Thank you for considering us. We look forward to your response and the opportunity to move forward with this collaboration

D.Sivakumar

CEO, Nikitha web development

A handwritten signature in black ink, appearing to be "D. Sivakumar", written in a cursive style.

Authorized signatory

Contact info

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Office Address

Nikitha Web Development

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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