



Client: **Europe Copper Limited**
145-157 St. John's Street
London
EC1V 4PW

Project Name: Push PPC + for <http://www.falkculinair.co.uk/>

Project Sponsor: **Neil Corke**
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1. Deliverables

Push will deliver the following:

1. Conduct comprehensive research to identify key words, generate Ad copy ideas and test research.
2. Push will create and use Google Pay Per Click campaigns and Ad groups to bring people to your site.
3. Manage your Google Adwords and set up of multiple campaign groups on Google.
4. Set up Remarketing and the provision of banners if needed.
5. Arrange set up on Bing and Yahoo.

Push will provide on-going management, which includes:

1. Dedicated PPC Google Adwords certified account manager.
2. Contact with your account manager via email or phone with a 24 hour response time.
3. We work to achieve specific targeted objectives.
4. Daily campaign management (Adding in new Adverts, adjusting key word positions, monitoring sales performance).
5. Weekly internal performance review.
6. Regularly provide suggestions on specific design improvements.
7. Monthly client report.

2. Payment schedule

- Monthly management fee for Push PPC Plus = £597 + VAT
Less discount of £100 = £497 + VAT
For a minimum period of 3 months.

Total monthly fee = £596.40 (including VAT)

Invoices will be sent to the customer via email.

All monthly invoices are to be paid by direct debit.

After a period of 3 months we would agree an acceptable fee to you and work on a month to month basis.

Following a period of 3 months service, Push require 30 days' notice of cancellation.

The Google budget is to be paid directly to Google by the customer.