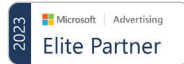




**14** Celebrating 14 Years  
in Business



**SearchKings** | **FERGUSON**

# Quarterly Marketing Package

Build your customized plan with SearchKings  
by selecting one or more of the packages.



## Why Work with SearchKings?

We are experts at managing scalable search, remarketing, display, and video advertising campaigns.



### Flexible Budgets

Adjust your budget and  
generate leads when needed.



### Transparent Pricing

You pay Google with your  
own credit card.



### Flat-rate Fee

Creating scalable pricing  
structures so you pay less.



### No Contracts

We work month-to-month  
with all of our clients.



### No Start-up Fees

We give you \$500 to  
start with Google Ads.



### Call Intelligence

Score all incoming calls and identify  
the most profitable opportunities.

Interested in measuring your lead quality?

### Call Intelligence

Score all incoming calls and identify the most profitable opportunities.

- ✓ Improve efficiency by learning customer insights and analyzing revenue opportunities by source.
- ✓ Automated lead scoring and detailed call summaries.
- ✓ 300 calls, 3 phone numbers\*

\$500

For larger operators, use **Call Intelligence Plus**

- ✓ 750 calls, 5 phone numbers\*

\$1,000

Looking for more leads?

### Google Local Services Ads

Pay-per-lead solution for Google guaranteed service providers.

- ✓ Includes Call Intelligence.
- ✓ \$1,600 in ad credit provided.
- ✓ Account optimization recommendations on responsiveness and call handling.

Starting from  
\$3,000

### Pay-per-click Lead Generation

Customized and comprehensive digital advertising plan to grow and support your business goals.

- ✓ Includes Call Intelligence.
- ✓ Includes Google Local Service Ads.
- ✓ Targeted Search and Display Advertising that generate leads.
- ✓ Dedicated account manager and monthly business review.

Starting from  
\$10,000

Looking to hire for new techs and build your brand locally?

### Hiring and Branding

Campaigns to help you attract qualified candidates and build your brand in your local market.

- ✓ Development of hiring, brand awareness, and promotional campaigns using Google search, display, and YouTube ads.
- ✓ Present company-branded seasonal promotions, using Google Ads and YouTube video.

Starting from  
\$5,000

\*1.30 per additional call, \$3 per additional tracking phone number.

Please note: Due to market availability and demand, the budget for advertising spend may vary.