



*Welcome*  
**PACKET**

*KaeRae Marketing*

[KAERAEMARKETING.COM](http://KAERAEMARKETING.COM)

# *Welcome Packet* **CONTENT**

01 ————— HELLO & WELCOME

02 ————— ABOUT KAERAE MARKETING

03 ————— GETTING STARTED

04 ————— EXPECTATIONS & PARTNERSHIP

05 ————— ADD-ON SERVICES

06 ————— GOOGLE VOCABULARY

# *Hello &* **WELCOME**

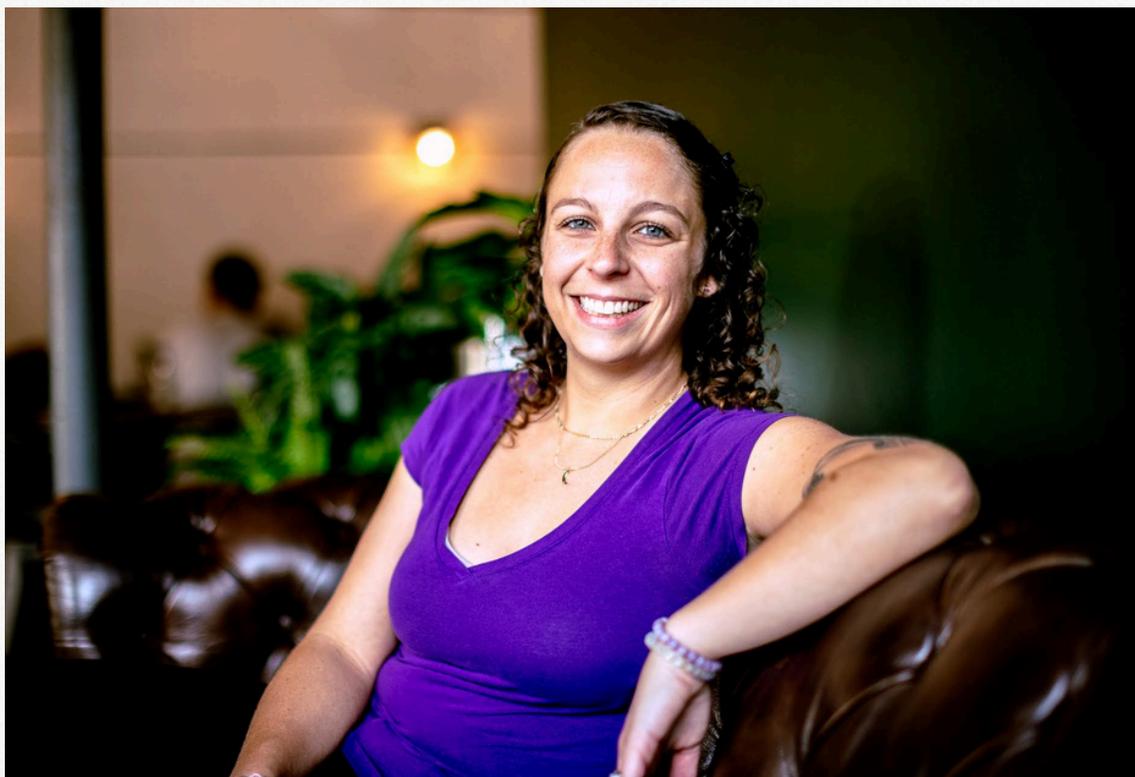
Thank you for deciding to work with me. I am excited to start our work together. I am fully committed to providing you with the best possible service and making our working relationship successful.

The information enclosed will help you make the most of the services provided by KaeRae Marketing.

Feel free to contact me with any questions or feedback.

*Kelsey*

WELCOME@KAERAEMARKETING.COM  
KAERAEMARKETING.COM



# About KAERAE MARKETING

## CERTIFICATIONS

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KaeRae Marketing was created in January 2017

Kelsey graduated from Buffalo State College with a degree in Business Administration and Marketing. After starting a new Google Ads department at a local marketing agency, I knew it was time to strike out independently. Since then, I have become a trusted partner for business owners near and far, managing campaigns of any size in any industry.

To me, integrity is a non-negotiable standard. I pledge to surpass your marketing goals by pairing transparency with precision marketing tactics.

## GOOGLE PARTNERS

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SINCE AUGUST 2015

Google Ads certification is a process by which Google recognizes marketers as experts in online advertising. After passing Ads certification exams, individuals get a personalized certificate and – if affiliated with a company – can contribute to the company's Google Partner credentials.

## IN BUSINESS

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Achieving Partner status means that your company has demonstrated Google Ads skill and expertise, met Google ad spend requirements, delivered company agency and client revenue growth, and sustained and grown its client base.

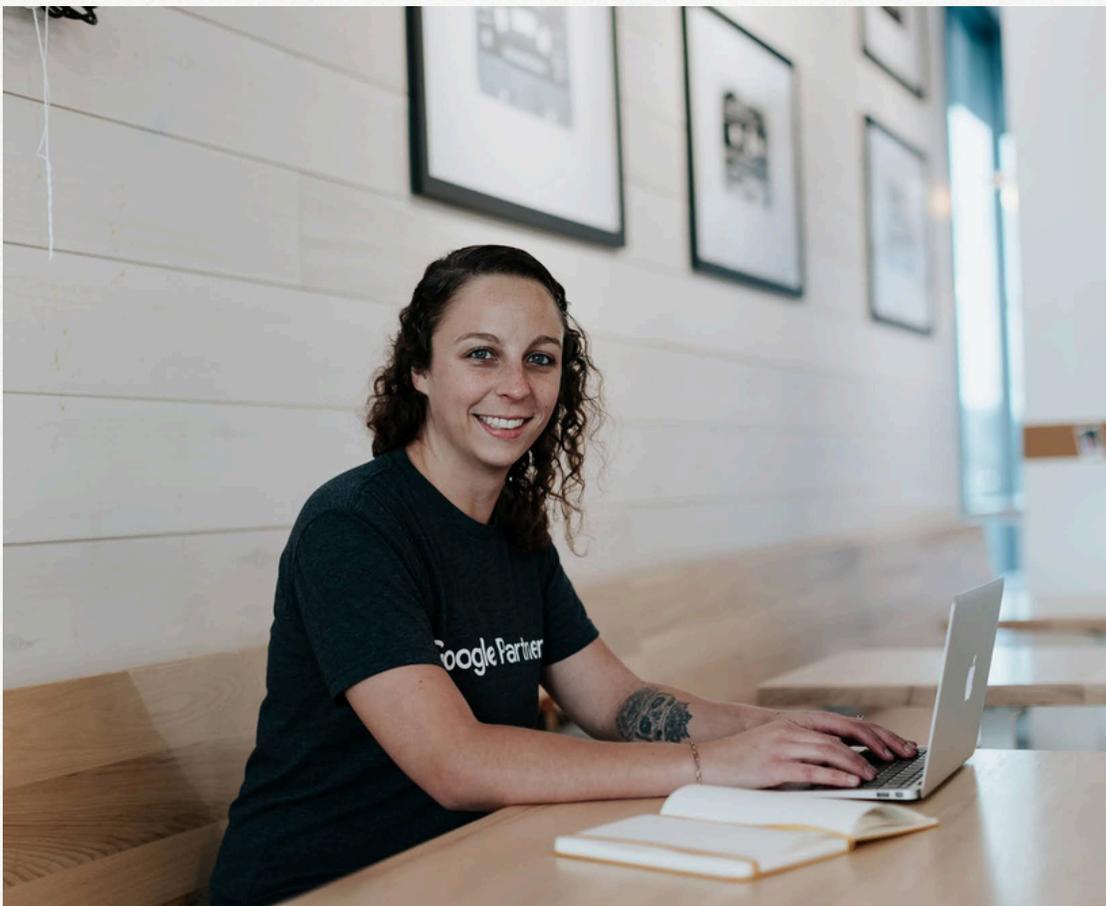
# *Getting* STARTED

## KICK OFF MEETING

Schedule your kick-off meeting as soon as possible. During this meeting, we will discuss your business goals and develop a strategy specifically for your business.

## BUSINESS QUESTIONNAIRE

Complete the business questionnaire before our Kick-Off Meeting to ensure all of the simple questions are answered, and we can get right down to the strategy.



# *Expectations &* **PARTNERSHIP**

## COMMUNICATION

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- By Email: [welcome@kaeraemarketing.com](mailto:welcome@kaeraemarketing.com)
- By Phone #: 315-552-1051
- Calls and Emails will be returned within 24 hours during regular business hours.
- Hours of Operation: Tues—Thurs 9:00 am - 1:00 pm
- Not available on Monday, Friday, Saturday, or Sunday
- Clients can schedule meetings with KaeRae Marketing online to discuss questions and reports. [www.kaeraemarketing.com/active-clients](http://www.kaeraemarketing.com/active-clients)

## RESPECT & KINDNESS

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- We work with people that show respect to everyone on the KaeRae Marketing team. We are all doing our best and will constantly work to improve the services offered.
- We are all humans, and kindness is a key component of the values of KaeRae Marketing's services. We hope the communication and understanding can be shared with kindness.

## BILLING, REFUNDS & CANCELLATION

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- KaeRae Marketing invoice billing occurs on the 1st or 15th of the month before services are performed for retainer packages. Invoices are due after the date of the invoice. A 5% late fee is applied to all past-due invoices.
- Google Ads Billing Policy
  - Your business debit or credit card will be set up as the payment method for the Google Ads account. As part of our Transparent Budget Policy at KaeRae Marketing, you will be billed for only the click costs you accrue. The debit will appear on your statement as GOOGLE.
  - Your budget stated in the Lead Tracking Sheet can be adjusted anytime by notifying KaeRae Marketing.
  - The initial billing threshold for AdWords accounts is set at \$50. The billing threshold is raised incrementally each time your account spend hits the threshold before 30 days have ended. For example, \$50 is first raised to \$200, then to \$350, and then to the final amount of US\$500.
  - Your account will be debited on a 30-day cycle if it is set for a monthly budget amount that is one of these thresholds.
- Refunds: No refunds will be issued for the management services KaeRae Marketing offers.
- To cancel a service agreement with KaeRae Marketing, a written request must be sent to [welcome@kaeraemarketing.com](mailto:welcome@kaeraemarketing.com) 30 days in advance.

# *Add-on* SERVICES

## GOOGLE AUDIT

You'll see all your data in one comprehensive report--no digging required! The report will examine all components of your digital presence. We'll quickly be able to identify patterns, strengths, weaknesses, ROI, and much more.

## GOOGLE TOOLS INSTALLED

To rank at the top of Google means you must play by Google's rules. This package will get you completely set up with Google and start to see your website performance.

## GOOGLE ADS MANAGEMENT & LOCAL SERVICES ADS

The definitive, tailor-made, and precise strategy consistently generates quality leads for my clients. Using a variety of types of ads that fit your business goals & budget.

## WIX WEBSITE DESIGN + EDITING

Create a unique and powerful statement with a Wix Website Design. Developing an authentic experience of your business that is available 24/7. Bring more engagement and conversion strategies.

## SEO TAGS & STRATEGY

Your SEO tags are crucial to your business's online ranking and reach opportunities. Then you can build on your SEO ranking as you analyze and add more content to your site.

# Google VOCABULARY

*These terms will be used frequently in our report review meetings and emails. There are several resources for you to use to expand your online marketing knowledge.*

## GOOGLE ADS

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**Campaign** a different type of ad campaign with different types of ads

**Ad Group** organizes services/products into different ad groups to create consistent keywords & ads

**Text Ads** ads that are text-only shown on Google Search

**Keywords** 2-3 words or phrases that your ideal consumer would search for looking at your business

**Search Term Report** actual searches your ad shows up for. Google assists in a growing keyword list

**Negative Keywords** list of words or phrases you do not want your ad showing for (ex. "free")

**Landing Page** page on your website that the user is sent to when clicks your ad

**Ad Extensions** additional business info, phone #, address, additional services, short bragging statements

**CTR** click-through rate % of the # of times your ad was seen to # of times it was clicked (goal 1.00%)

**Clicks** someone clicks on your ad and visits your website

**Impressions** number of times your ad was seen in a users search

**Avg CPC** average cost-per-click. Each time your ad is clicked there is a cost for each click

**Avg Position** position your ad shows on Google Search

**Match Type** format of the keyword "phrase" = words can be before & after to come up [exact] = only this can be searched

**Bidding** type of strategy of getting your keyword bids competitive and increasing the conversion rate

# GOOGLE VOCABULARY

*continued*

## GOOGLE MY BUSINESS

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**Insights** focuses on how customers find your listing on Search & Maps, & what they do after they find it

**Category** choose a category that your business fits in, up to 3 can be selected

## GOOGLE ANALYTICS

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**Sessions** consist of a series of page views that a single user makes during a period of activity.

**Page Views** recorded every time a page is viewed.

**Page/Session** the # of pages viewed for each session

**Avg Session Duration** the average time each user spends viewing the website

**Bounce Rate** the % of users that visit one page and leave the site

**Source/Medium** the source of the user, where they came from before your website

**Devices Used** which device is used while viewing

**Goals** tracked actions by users that are valuable for your business, also known as "conversion"

## YOUTUBE

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**Channel** YouTube profile, where uploaded videos can be watched

**Subscriber** YouTube user that enjoys your content, and wants to see your videos come up in their feed

**Artwork** the image that is at the top of your channel, size needs to be: 2560 pixels wide x 1440 pixels tall

**Playlist** organize your YouTube channel with Playlists by category or topic

**Views** total # of times the video has been watched, even if it was not the whole video

**Analytics** collected data of the views, clicks, subscribers and more of your YouTube channel traffic

**Avg View Time** the average amount of time the user watched in the video

**Watermark** add a logo to every video in the bottom corner for branding

**End Screen Annotations** at the end of each video, add actions to get user to stay in your channel & subscribe