ZXP
STUDIO

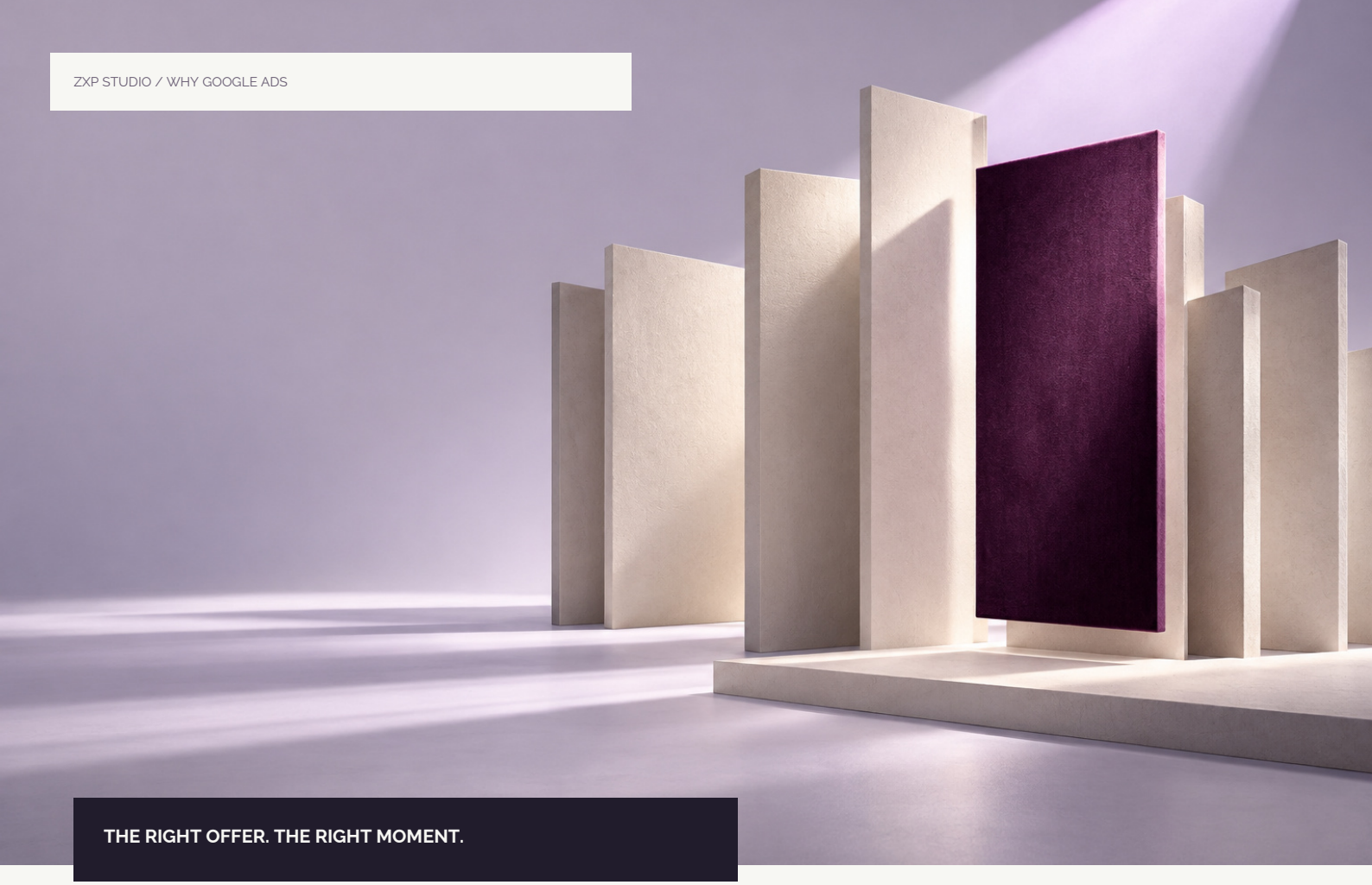


GOOGLE ADS

PAID SEARCH & CAMPAIGNS

From attention to action.

zxp.ca



THE RIGHT OFFER. THE RIGHT MOMENT.

A CLICK IS **A BEGINNING.**

What happens next is the point.

Google Ads gives your business a way to reach relevant people through paid campaigns. We connect the audience, message and destination to a useful business goal.

That could be an enquiry, a booking or a sale. The plan starts with what a valuable customer action means for your business.

PAID REACH / CLEAR INTENT / A USEFUL NEXT STEP

THE CAMPAIGN EDITION.

A complete view of the work.
Choose a chapter to explore.

04 **Search strategy**
Intent, terms and targeting.

05 **Campaign formats**
The right format for the objective.

06 **Creative & destination**
One connected advertising experience.

07 **Measurement** >
08 **Budget & bidding** >
09 **Optimization** >
10 **Reporting** >
11 **Launch & scope** >
12 **Plans & pricing** >
13 **Questions** >
14 **Start here** >

01 / **SEARCH STRATEGY**

MEET THE SEARCH.

Put a relevant offer in front of someone actively looking.

ILLUSTRATIVE SEARCH [service] in [city] →

Sponsored / Illustrative ad

YOUR BUSINESS

yourbusiness.ca/service

The service you need.

Clear benefits. Relevant detail. A simple invitation to take the next step.

Explore services / Contact our team

WE SHAPE

01 Service themes

02 Keyword matching

03 Locations & language

04 Ad messaging

05 Relevant destinations

RELEVANCE INCLUDES

WHAT WE LEAVE OUT.

We review search terms and use negative keywords to reduce irrelevant matches. Location settings, business hours and campaign structure are chosen around your actual service area and capacity.

Google guidance: keyword matching and negative keywords.

DIFFERENT **WAYS IN.**

Campaigns are selected for your objective, audience, assets and available budget. The plan does not need every format.

S

Search

Capture active demand.

Text ads for relevant searches about your services or products.

P

Performance Max

Work across channels.

A goal-based campaign using Google's inventory. Needs useful conversion signals and suitable assets.

D

Demand Gen

Create consideration.

Image and video-led campaigns across visual discovery surfaces, including YouTube.

V

Display & Video

Extend the conversation.

Visual or video advertising for reach, consideration and eligible audience follow-up.

R

Shopping

Bring products forward.

Retail product advertising supported by Merchant Center data and an eligible product feed.

Formats, creative production and specialist setups are confirmed in your scope.

02 / **MESSAGE / CREATIVE / DESTINATION**

MAKE THE **PROMISE CLEAR.**

Then make the destination deliver it.



ILLUSTRATIVE BRAND CONCEPT / NOT CLIENT WORK



Made to be noticed.

Explore the collection ›

ONE IDEA. **A CONNECTED EXPERIENCE.**

The message, visual, offer and next step should feel like one conversation.

MESSAGE

Useful benefits, clear offers and relevant ad assets.

DESTINATION

A matching page, a usable mobile experience and an obvious next step.

PRODUCTION

Image, video and landing-page work is scoped explicitly; it is not unlimited.

AI promotional video production can be added as a separately scoped creative service.

03 / **TRACKING & BUSINESS OUTCOMES**

COUNT WHAT **COUNTS.**

A click is activity. A useful enquiry is a business conversation.

01 **MEASURED ACTION**

Form submission, purchase, booking or supported phone call.

02 **QUALIFIED ENQUIRY**

A lead that matches your service, location and requirements.

03 **BUSINESS RESULT**

An accepted booking or sale, where reliable data is available.

We define conversion actions, check tracking and reduce duplicate counting. When practical, your lead-quality feedback or CRM data helps connect campaign activity to real outcomes.

Measurement depends on platform access, consent, technical setup and available business data.

04 / **BUDGET PLANNING**

TWO BUDGETS. **ONE PLAN.**

01

MANAGEMENT

The agency service fee pays for the agreed strategy, campaign work, optimization and reporting.

02

MEDIA SPEND

Your advertising budget funds delivery on Google. It is separate from ZXP's management fee and agreed before launch.

ALLOCATE WITH PURPOSE.

We plan around your services, geography, competition and goals. Bidding is aligned with conversions or conversion value where reliable measurement supports it. Budget changes follow evidence and lead quality.

Google uses average daily budgets; daily spend can vary. Applicable spending limits depend on campaign settings.

05 / **OPTIMIZATION & TESTING**

A campaign **is a practice.**



THE WORK AFTER LAUNCH

01 **READ THE SIGNAL**

Review search terms, lead quality, spend and campaign diagnostics.

02 **MAKE A CHOICE**

Refine exclusions, assets, destinations or bids around a clear hypothesis.

03 **LET IT LEARN**

Allow meaningful evidence to accumulate. Record changes and review the result.

SMALL ADJUSTMENTS. **CLEAR INTENT.**

Continuous refinement of the agreed campaigns. No fixed performance outcome is promised.

06 / PERFORMANCE REPORTING

BEYOND THE CLICK.

The report should tell you what happened, what it means and what we will do next.

THE EVIDENCE

Spend

What was invested.

Conversions

Which actions occurred.

Cost per result

What an action cost.

Lead quality

Which enquiries fit.

Revenue / value

When data is reliable.

YOUR NEXT DECISION

What changed?

Campaign activity, measured outcomes and context for the period.

What did we learn?

The services, searches and messages producing useful responses.

What comes next?

A focused list of tests, refinements and budget decisions.

We distinguish tracked actions from qualified leads, and media results from total business profitability. Attribution, conversion delays and missing data are explained rather than hidden.

READY
WITH REASON.

A considered launch starts before the first ad is served.

BEFORE LAUNCH

✓ Access	Ads, analytics, website and relevant business accounts.
✓ The offer	Services, areas, claims, pricing and response capacity.
✓ Approval	Budget, creative, destination and conversion goals.
✓ Readiness	Billing, required verification, policy review and a working customer journey.

THE AGREED WORK

STRATEGY

Priorities, campaign structure and a considered media plan.

PREPARATION

Agreed ads, destinations and conversion tracking checks.

MANAGEMENT

Optimization, reporting and the next campaign priorities.

Your proposal defines campaigns, markets, languages, assets, access and terms. New websites, major landing-page builds, video production, feeds or CRM integrations are scoped separately where needed.

MONTHLY SERVICES / CANADIAN DOLLARS

A CLEAR **INVESTMENT.**

GOOGLE ADS MANAGEMENT

$1,000 CAD / MONTH

Up to 4 campaigns.

Campaign strategy, agreed ad setup, ongoing optimization and reporting. Additional campaigns cost extra. Google advertising spend is separate.

SEO + GOOGLE ADS

$1,500

CAD / MONTH

With a new or redesigned ZXP website project.

$2,000

CAD / MONTH

Standalone, without a new or redesigned ZXP website.

Both combined options include up to 4 Google Ads campaigns. Website design and development fees, additional campaigns and advertising spend are separate.

For small and medium businesses. Large companies and more complex advertising needs receive custom pricing. Final scope, taxes and ongoing terms are confirmed in your proposal.

BEFORE THE **FIRST CLICK.**

01 **How soon can ads run?**

After campaign preparation, access, billing, required verification and ad review. Timing depends on readiness; early delivery is a starting point for learning.

02 **Is a lead or return guaranteed?**

No. Results depend on competition, budget, offer, destination and follow-up. We commit to the agreed work and clear reporting.

03 **Can you use our existing website?**

Yes, subject to a review of the destination and tracking access. Necessary website or landing-page work is agreed separately.

04 **Will we run every campaign format?**

No. We select a purposeful mix for your goal and budget. The campaign allowance does not mean every format is required.

THE REFERENCE DESK / GOOGLE ADS HELP

Campaign types >

Keyword matching >

Performance Max >

Demand Gen >

Conversion measurement >

Average daily budgets >

Negative keyword lists >

Platform guidance reviewed October 2026. Product features and eligibility can change.

LET'S MAKE **THE NEXT CLICK** COUNT.

Tell us what you offer, where you operate and what a valuable customer looks like.

FROM ATTENTION TO ACTION.

EMAIL info@zxp.ca

CALL +1 (647) 500-8393

VISIT zxp.ca