SEM Project Template: Launch/Transition

1. Set-up/Discovery Phase

1. Send **Discovery Document** to Client
2. Review Discovery Doc feedback from Client create **Client Briefing Doc** for Dicon
3. Create Account Campaign Structure & **Strategy/Recommendation Doc**
    i. Structure based off of Client Goals, Site Architecture & Products/Service
4. Build Sample Campaign, Sample Ad Copy & Budgets
    i. Build 1 Brand Campaign & 1 Non Brand Campaign
        1. Create thematic, tightly-knit ad groups (Google KW Tool)
        2. Write ad copy that is specific to each ad group, using language from the most relevant page.
5. Review Account Outline, Strategy/Recommendation Doc, Campaigns, Ad copy suggestions, with Client & Get Approval
6. Add account to Acquisio
7. Add report template to Acquisio
8. Add final budget/goals to Acquisio, Google Docs, Client Google Docs and CRM
9. **Fresh Launch**
    i. Create Google Account (BFO MCC)
    ii. Create adCenter Account
    iii. Confirm billing/invoicing (determined by the client level)
10. **Transition**
    i. Admin: Gain Access/Import Existing Account into BFO MCC
    ii. Admin: Import/Recreate AdCenter Account
    iii. Approve Account Outline
11. Set Budgets and MDS in Google
12. Create AdWords Conversion Tracking, track and post
13. Build Final Campaigns, Ads, Keywords
14. QA/Test (need a list of the things to check for here - will turn into a **QA doc)**
15. Traffic Campaigns
16. LAUNCH
17. Client Launch **Confirmation E-Mail** (is this standardized?)
18. Daily check-in and optimization/validations for 1-2 weeks
    i. Day 1
        1. Are we live?
        2. Quality Score assessment

3. Ad Preview tool

ii. Day 2

1. Bid strategy/average position assessment
2. Reposition ads to position and goal
3. Set up launch bid strategies

2. Ongoing Campaign Maintenance (project will have some or all of the following)

1) Clients will have one of the following:
   i) Weeky Meetings/Monthly & Quarterly Reviews
   ii) Bi-Weekly or Monthly Meetings/Quarterly Reviews

b) Monthly AdCopy/Sitelink/Offers (1st of the month)
   i) Audit website and landing pages to ensure offers are current and active

c) Monthly review and **insights report** to client(is there an example for this so we can standardize?)

d) Daily/Weekly/Monthly review & update of budget goals

e) Daily/Weekly/Monthly review & update of bids

f) Daily/Weekly/Monthly review of campaign goals and make recommendations

g) Weekly/Monthly Landing page copy testing

h) Monthly Reports/Audits
   i) Search Query
   ii) Placement Performances
   iii) Geo/Dimensions/ClickType/Network

i) Create weekly internal reports for BFO

j) <other possible tasks?>

3. Monthly Budgeting Checklist

1. Monthly Budget Updates
   (1) Previous Month End Budget Sheet Updates (by the 7th)
      (a) Update client specific docs
         (i) Notify rox for billing when ready
      (b) Confirm Rollovers/Current month budget in BFOBMD's
   (2) Next Month Budget Confirmations in BFO budget doc (by the 15th)
   (3) Daily and Weekly campaign budget adjustments
   (4) Last Week - Budget Countdown Management (Make sure we hit em!)
2. Budget Management Docs (These need to agree!)
   (1) BFO Google Doc

(2) Google MDO's
(3) KPI Tools
(4) BAT daily tracker
(5) Quarterly Microsoft IO Audit