



Right Hand Consulting

From strategy to success, we've got you

PPC/ADS PACKAGE 1

5 PRODUCTS/SERVICES/AD SETS/GROUPS

ON GOOGLE BUSINESS PROFILE, FACEBOOK,
INSTAGRAM, LINKEDIN, TIKTOK

SERVICE BREAKDOWN

PPC STRATEGY

We architect high-performance campaigns that match your goals with precise targeting, bespoke keyword planning, and custom creative. Whether you're on Google or social platforms, your message finds the right audience at the right time.

AD INTELLIGENCE

We architect high-performance campaigns that match your goals with precise targeting, bespoke keyword planning, and custom creative. Whether you're on Google or social platforms, your message finds the right audience at the right time.

FRAUD PROTECTION & TRACKING

We protect your ad budget with anti-click-fraud technology and build an analytics backbone that tracks results with clarity — across Google Analytics, Tag Manager, Merchant Center, and more.



Campaign setup & execution

We build your ads from the ground up: ✓ Keyword & competitor analysis ✓ Conversion-focused landing pages ✓ Custom ad artwork and messaging ✓ Advanced tracking across all platforms ✓ Setup of Google Ads, Analytics & Tag Manager (Track conversion & facilitates remarketing)



Ongoing optimisation

Each month, we refine your ad strategy: ✓ A/B testing for creatives and targeting ✓ Search term & negative keyword management ✓ Real-time bidding adjustments ✓ Weekly performance reviews ✓ Monthly reporting with measurable insights



Strategic Performance

This isn't just ad setup — it's growth strategy: We position your business in front of the right audience, at the right time, with the right message. From anti-click-fraud tech to mitigate fraudulent clicks, retargeting campaigns, you get the tools to maximise every Euro.



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For More Information

www.righthandconsulting.ie



Please note: This package includes extensive setup in Month 1 (including strategy, account setup, tracking, landing pages, artwork, etc.). For this reason, a minimum 3-month commitment is required.



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PPC/ADS PACKAGE 2

12 PRODUCTS/SERVICES/AD SETS/GROUPS

ON GOOGLE BUSINESS PROFILE, FACEBOOK,
INSTAGRAM, LINKEDIN, TIKTOK

Package 2 gives you all the tools from Package 1 — and upgrades your reach, your capacity, and your return.

PRICE

€799 PER MONTH

+ Ad spend with platform

- 📦 Supports up to 12 products or services (vs. 5 in Package 1)
- 🧠 Wider targeting — ideal for multiple audiences, personas, or locations
- 🚀 More testing flexibility with higher ad volume for A/B optimisation
- 📈 Scales better for higher ad budgets or cross-platform reach
- 🛠️ Perfect for diversified businesses with several offerings or locations
- ✅ Includes all features from Package 1 — Google Tag Manager & Analytics, Conversion Rate Optimisation, Ad retargeting, Conversion tracking & more



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PPC/ADS PACKAGE 3

20 PRODUCTS/SERVICES/AD SETS/GROUPS

ON GOOGLE BUSINESS PROFILE, FACEBOOK,
INSTAGRAM, LINKEDIN, TIKTOK

Everything in Packages 1 & 2 — with maximum coverage, full-scale testing, and multi-channel delivery. Built for ambitious brands managing 20+ services or aggressive campaign strategies across multiple platforms.

PRICE

€1,099 PER MONTH

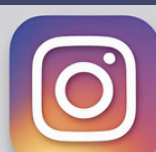
+ Ad spend with platform

- **Covers up to 20 products or services** — maximum reach for high-capacity brands
- **Multi-platform targeting** across Google Ads and Social Media simultaneously
- **Separate onboarding & campaign structures** for Google PPC and Social (built in parallel)
- **Scalable creative testing** across channels: more ads, more split-testing, better data
- **Dual-channel retargeting:** bring back users from both search and social touchpoints
- **Strategic control:** for agencies, marketing teams or growing brands needing full-service execution



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COMPARISON

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Feature	Package 1 (€599)	Package 2 (€799)	Package 3 (€1,099)
Products/Services Included	5	12	20
Ad Groups	Up to 5	Up to 12	Up to 20+
Platforms Supported	Google or Social	Google or Social	Google + Social
Retargeting Setup	Yes	Yes	Advanced (dual-channel)
Conversion Tracking & Analytics	Included	Included	Included
Ad Creative & Landing Pages	Yes	Enhanced	Scaled (multi-platform)
A/B Testing	Limited	Moderate	Extensive
Weekly Optimisation & Reporting	Yes	Yes	Yes + Multi-channel
Ideal For	Small campaigns	Growing businesses	Multi-service brands



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