



## Google Ad Grant

\$10,000 a month of free Google advertising. Set up properly, kept compliant.

### PRICING

#### GOOGLE GRANT SETUP

**£400** one-off

For charities eligible for the Google Ad Grant. Account build, campaign and ad group structure, keyword research, ad copy and compliance setup, plus advice on the conversion tracking you will need. Delivered in ten working days.

#### GOOGLE GRANT MANAGEMENT

**£250** /mo

Ongoing optimisation, compliance monitoring against Google's grant policies, keyword and ad refresh, and a monthly report. Rolling monthly, no minimum term. Charities with a large number of services or programmes quoted separately.

### SCOPE

#### What you get: setup

- Eligibility check and guidance through the application, which your charity submits
- Account build: campaigns, ad groups and settings
- Keyword research against your cause and services
- Ad copy, written for each ad group
- Compliance setup against Google's grant policies

#### What you get: management

- Ongoing optimisation and bid management
- Monthly compliance check, including the 5% click-through rate rule
- Keyword and ad refresh
- Reporting in the digisog format, in plain English

#### What you provide

- Conversion tracking, which you or your developer implements. I advise on what is needed

### ADD-ONS

- **Already running your paid Google Ads with digisog:** grant management drops to £150/mo.
- **Charities with a large number of services or programmes:** quoted separately.
- The grant covers Search only. It does not cover YouTube, Display or Performance Max, which need paid budget.

- All fees are flat. digisog never charges a percentage of ad spend.
- The Google Ad Grant is free advertising credit from Google. There is no ad spend to pay and no minimum budget.
- Grant management is rolling monthly with no minimum term.
- Setup is invoiced 50% on booking and 50% on delivery. Management is invoiced monthly in advance.
- Your charity must hold, or be eligible for, a Google Ad Grant. Eligibility is set by Google, not by me.
- Grant accounts can be suspended by Google for policy breaches. I monitor for this, but the account remains yours.
- digisog is not VAT registered, so no VAT is charged.