



Ad Campaign Timeline

Step 1:	<u>Application Submitted</u>	1 Day
	The Application is sent to ADIMedia for processing.	
Step 2:	<u>Application Processed</u>	1 – 2 Business Days
	The application is reviewed. If the application is incomplete, an email will be sent to the CD.	
	If application is complete, or when the missing information is received, the Billing Department will process the credit card.	
	If the credit card is accepted, ADIMedia will proceed to step 3. If the credit card is declined, an email will be sent to the CD to notify the client.	
Step 3:	<u>ADIMedia Care Department Contacts Client</u>	1 – 2 Business Days
	An initial email is sent to the client and CD.	
	The client will receive a phone call from their Account Manger.	
Step 4:	<u>Campaign and Landing Page Created</u>	5 – 7 Business Days
	Your campaign and landing page is created by our talented team of Google AdWords Specialists, SEO Specialists, and Writers.	
Step 5:	<u>Campaign and Mirrored Landing Page Created</u>	10 – 20 Days
	Your mirrored landing page is created by our talented team of Web Developers.	
	** Note that this only applies if you selected this option on your application. If this option was not selected, ADIMedia will proceed to step 6.	

Step 6:	<u>Verification “Proofing” Email Sent to Client</u>	1 – 2 Business Days
This is the client’s opportunity to review the landing page and request changes for inaccurate information only.		
Step 7:	<u>Client Reviews Landing Page</u>	5 Business Days
There is a 5 business day limit on reviewing the landing page. After 5 business days, the landing page will be automatically approved.		
Review landing page for inaccuracies only! Only one set of changes will be allowed.		
<p><u>Search Optimized Landing Page</u> Built for Google spiders, an optimized landing page means our Web writers have created a page that incorporates strategically-placed keywords that attract Google spiders and make it easier for them to index our pages within Google and maintains a high score. A high quality score results in better exposure at an affordable price. This is why it is so important to preserve the search integrity of your landing page and not make changes. Changes can reset your pages standing with Google.</p>		
Step 8:	<u>Revisions or Approval Received</u>	1 – 2 Business Days
All revisions must be emailed to review@austindirectinfomedia.com. Please allow 1-2 business days for revisions.		
Step 9:	<u>Campaign Launched</u>	1 – 2 Business Days
Your client’s revisions have been completed and their campaign is launched. This will be the start date of your client’s campaign.		
Step 10:	<u>Brand Term Email Sent</u>	1 – 2 Business Days
The Brand Term email is sent 1 – 2 days after revisions are completed.		

Step 11:	<u>2 Week Keyword Performance Review</u>	<i>15 Business Days</i>
<p>Two weeks after your client’s campaign is officially launched, ADIMedia’s Google-certified professionals begin monitoring the account.</p>		
<p>The review encompasses the entire scope of the campaign: keywords, ads, and the landing page are all analyzed to produce the best possible product for your client. Upon completion of the review, we will send you and your client a welcome letter which will include the final list of keywords. These keywords have been tested for their effectiveness; please be aware that they cannot be changed for the duration of the contract unless the client pays an additional fee.</p>		
Step 12:	<u>Final Keyword Email Sent to the Client and CD</u>	<i>2 – 3 Business Days</i>
<p>The keywords are in place and working. An email is sent to the client and CD with the final list of keywords.</p>		
Step 13:	<u>Campaign Activity Report Sent to the Client and CD</u>	<i>31-35 Days After the Brand Term Email</i>
<p>This report lets the client see their campaign is working. The report can be access in the client portal located at www.adimedia.biz.</p>		
Step 14:	<u>Client Renewal Email Sent to the Client and CD</u>	<i>7 Days Prior to Renewal</i>
<p>7 days prior to renewal, the client and CD will receive a renewal email. This email is to notify the client that the ADIMedia campaign is set to automatically renew on a month to month plan in 7 days.</p>		