

FERGUSON

Partner Package Program

Receive a \$3,000 credit with SearchKings to support your local lead generation. You can use the credit for one of the packages below.

Option A

Boost your verified listings in Google, gain business insights with Call Intelligence, and build your brand with social ads.

- ✓ Call Intelligence for 100 calls/month*
- ✓ Google Local Services Ads management with \$1,900 spend**
- ✓ Social media banners for Facebook, Instagram, and LinkedIn

Option B

Boost your verified listing ads in Google and gain business insights with Call Intelligence.

- ✓ Call Intelligence for 100 calls/month*
- ✓ Google Local Services Ads management with \$2,400 spend**

*Additional calls beyond 100/month are \$1.50/call.

**There is a \$500 onboarding fee if you don't have an existing Google Local Services Ads account. Ad spend exceeding this amount will be charged additionally.

Why Work with SearchKings?

We are experts at managing scalable search, remarketing, display, and video advertising campaigns.



Flexible Budgets

Adjust your budget and generate leads when needed.



Transparent Pricing

You pay Google with your own credit card.



Flat-rate Fee

Creating scalable pricing structures so you pay less.



No Contracts

We work month-to-month with all of our clients.



No Start-up Fees

We give you \$500 to start with Google Ads.



Call Intelligence

Score all incoming calls and identify the most profitable opportunities.

What's Included

Call Intelligence

Score all incoming calls and identify the most profitable opportunities.

- ✔ Automated lead scoring and detailed call summaries.
- ✔ Measure lead quality and revenue opportunities.
- ✔ Insight into customer needs and buying patterns.
- ✔ Call filtering and automated alerts.

Pay-per-click Advertising

Customized and comprehensive digital advertising plan to grow and support your business goals.

- ✔ Boost your visibility and generate leads from potential customers in your area.
- ✔ Dedicated account management with either monthly or quarterly business reviews.
- ✔ Automated lead scoring with detailed call summaries.
- ✔ Flexible budgets: adjust your budget and generate leads when needed.
- ✔ Marketing Microsites: optimized microsite to capture and convert traffic from your pay-per-click campaign.
- ✔ Display and video advertising: present company-branded ads when customers are searching for your services.

Local Services Ads by Google

Pay-per-lead solution for Google guaranteed service providers.

- ✔ Dedicated account manager and support line.
- ✔ Recertification and documents management.
- ✔ Dynamic bid management and account optimization.
- ✔ Recommendations on responsiveness and call handling.
- ✔ Google Business Profile support.
- ✔ Access to Google beta products.
- ✔ Lead auditing support.

Display & Video Advertising

Present company-branded ads when customers are searching for your services.

- ✔ Present company-branded Google Ads when customers are searching for your services.
- ✔ Opportunity to highlight your differentiated offer (years in business, Google reviews, and more).
- ✔ Promote service and maintenance plans to existing customers.

eCommerce

Use the power of Google Shopping to generate more equipment installation leads.

- ✔ Customized site design.
- ✔ Shopify platform integration.
- ✔ Google shopping campaign setup.
- ✔ Product feed management.

Websites

Customized website design using industry best practices.

- ✔ Updated web technology to ensure site speed and usability.
- ✔ WordPress: Self-managed option.
- ✔ Advertising Microsite: Optimized for lead conversion.