

Offboarding Checklist

PPC Services

Thinking about canceling your PPC services? Here's a checklist to guide you through the process. Each item may impact your ad performance, lead generation, and overall marketing effectiveness, so we encourage you to review carefully before proceeding.

- Build a New Landing Page:** If you are transitioning away from our PPC services, make sure to build a new landing page for your ads. This is essential for optimizing user experience and improving conversion rates.
- Set Up Google Analytics:** It's important to set up Google Analytics with your new marketing manager. This will help you track campaign performance, monitor user behavior, and make data-driven decisions moving forward.
- Prepare for a Learning Period:** Be prepared for a gap in performance, as your account will go through a learning period with new ads launching. Adjustments to bidding strategies, targeting, and ad creatives may lead to fluctuations in your results during this time.
- Transition Ad Accounts:** Ensure a smooth transition of your ad accounts to either an in-house team or a new provider. This includes transferring ownership of your accounts and ensuring all necessary permissions are granted to avoid disruptions.
- Export Historical Performance Data:** Before cancellation, export historical performance data from your PPC campaigns. This information is valuable for future analysis and understanding trends in your advertising effectiveness.
- Anticipate Impacts on Lead Flow and Visibility:** Be aware that canceling your PPC campaigns can lead to a decline in lead flow and overall visibility. PPC ads often reach users who are not already familiar with your brand and discontinuing them may limit your ability to attract new customers.
- Prioritize Compliance with Advertising Regulations:** Ensure you are aware of any advertising regulations specific to your industry. Staying compliant is crucial to avoid potential penalties and to maintain your advertising account in good standing.
- Review Current Keyword Strategies:** Take the time to review your current keyword strategies and performance. This insight will be critical for your new marketing efforts and will help inform future campaigns.



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- **Plan Ad Content in Advance:** Ensure that you have a plan in place for ongoing content creation related to your PPC efforts. Engaging content is essential for maintaining ad relevance and attracting potential leads.

 - **Develop a Plan for Ongoing Monitoring:** After transitioning away from PPC services, consider how you will monitor and optimize your campaigns. Without dedicated support, you'll need to allocate resources to manage ongoing PPC efforts effectively.

If you have questions or concerns about offboarding, please contact your Customer Success Manager.