

**Important Milestones:**

- 1. Technical Onboarding and Account Set-Up** : Schedule this with your CSM. *Ideally within a week of contract signing*
- 2. Strategic Planning** : Scheduled after the Technical Onboarding, *ideally within the same week.*  
Agenda: Define KPI's and Realistic Goals, Design Campaign and Content Strategy.
- 3. Kick-off:** Ideally involving Marketing and Sales Management to present your KPI's and Strategies. Launch Campaign(s). *Ideally coincides with the Pilot start date.*
- 4. Mid-Pilot Review:** Review current campaign performance. Optimize Campaign(s) and realign Goals/KPI's as necessary. *This is scheduled at the 6th week of the Pilot period.*
- 5. End of Pilot Review:** Final Review - Proof of Concept, Opportunity Influence. *2-3 Weeks before End of Pilot Period*

**Onboarding & Account Setup Checklist:** Please prepare/facilitate the following prior to Onboarding

- 1. Website Tag Installation** : Tags will be provided upon contract signing. Please process installation as soon as possible, to avoid delays
- 2. Trademark Certificates for Google Trademark Approval:** Please coordinate with your CSM during Onboarding.  
KnowledgeBase URL: [LINK](#)
- 3. Target Accounts List** : Necessary for segment creation, this will be used in campaign targeting
- 4. Opportunity Data** : Import Opportunity Data (KB URL: [LINK](#)) - Necessary for synchronising N.Rich advertising results with Opportunity data & influence
- 5. Opportunity History** : Necessary for opportunity influence attribution between N.Rich Advertising results and opportunity stage updates
- 6. Landing Pages** : Create / optimize landing pages for effective advertising
- 7. Ad Content (Images, Video, Articles, Headlines, Descriptions)** : Prepare quality collateral materials

**Tips and Best Practices:**

- Images: At least one square and one landscape image that meets the minimum dimensions and is no more than 5mb. The more Landscape Images, the better. **DO NOT USE TEXT** in the images as doing so may cause your ad to get disapproved.
- Video: File Size Limit 30mb. Ideal Aspect Ratio of 16:9. Ideal Duration is a 1.5 - 3 minute video that showcases compelling marketing information about your company, products/services, with a strong Call to Action.
- Articles: Sufficient, informative snippet of the article that has just enough relevant information to entice the audience to click the ad to read more of the article.  
\*Do not put the whole article contents in the ad
- Headlines, Descriptions, Images: The more relevant variations you come up with, the more you will enable Google Ads to find the most effective combinations and prioritize showing those to the target audience. Make sure that resulting combinations of headlines – descriptions – images make sense. Include a strong Call-to-Action
- Landing Pages: The most effective landing pages provide the most compelling information/value propositions/selling points of the product(s) and/or service(s) that you are trying to promote. If you are after form submissions, provide just enough teasers to urge visitors to seek more details or contact you for inquiries. Your call to action and main value propositions should be strong, specific, prominent and visible as soon as the page loads without the need to scroll down (Top of the Fold). Emphasize any statement that creates a perceived sense of urgency – any promotion or added value to performing a desired action right away. The faster the page loads, the better – avoid big image files that may cause the page to load slow

Best Practices URL: [LINK](#)