
How the arrangement works

Every business we work with is on the same arrangement, wherever it is. The short version: the advertising account is yours, the media budget is paid by you directly to Google, and we have access to run it.



Your account stays yours

Some agencies run your advertising inside their own account. It looks tidy and it is a trap: when you leave, the account, the campaign history and every piece of learning your budget paid for stay with them, and you start again from nothing.

That is not how this works.

Your business has its own Google Ads account, in your business's name, with your business's card on it. We have manager access to it, the same way an accountant has access to your books. You can see everything we do in it, and you can remove our access yourself, in about thirty seconds, without asking us.

If we stop working together, nothing moves. The account, the history and the data are already yours and they stay where they are.

You pay Google directly

Your media budget goes from your card to Google. It does not pass through this practice, and there is no mark-up on it.

Two reasons that matters. It means you always know exactly what you spent on advertising versus what you spent on management, which most arrangements blur. And it means the amount you spend on ads is your decision, changeable by you, on any day, without a conversation.

What happens in the first month

The setup fee covers this month, which is by a distance the heaviest.

1 Week one: access and baseline

You grant manager access (the steps are at 24framesmedia.com/connect-google-ads). We record where the account is starting from: what it spent, what it produced, and what it was counting. That baseline is what month two gets measured against, and it is the reason improvement is provable rather than asserted.

2 Week one to two: conversion tracking

Built and verified before anything else changes. Form submissions and phone calls both counted, and where you use a booking system, a booking traced back to the campaign that produced it. **No spending changes are made until the tracking is right**, because changing spend against wrong numbers is guesswork.

3 Week two to three: the rebuild

Campaign structure, keyword and negative keyword lists, ad copy, bidding configured to your actual goal, landing page problems written up.

4 Week four: live and reporting

Campaigns running on the new structure, first dashboard delivered against the baseline recorded in week one.

What happens every month after that

A managed account takes a few hours a month of real work and looks like this: search terms reviewed and wasteful ones excluded, bids and budgets adjusted, ad copy tested and rotated, tracking checked for breakage, and a dashboard delivered reporting cost per enquiry and cost per new customer. Each of those tasks is checked against a written pass-or-fail rule before anything changes: we call this Truecount.

On the top tier, a fresh set of ad creative is produced from your own photography each month, and the landing page it points at is iterated rather than left alone.

A strategy call every quarter, and email in between as needed. **We will not book a monthly call for the sake of having one**: if there is nothing that needs deciding, the dashboard says so on its own.

The term, and why there is one

Three months to begin with, then month to month with thirty days' notice.

The three months are not there to trap anyone. Google's bidding systems need a learning period, and a rebuilt account genuinely does not show what it can do inside six weeks. The first month is largely setup, the second is where the data starts to be worth acting on, and the third is the first month that resembles a steady state.

A client who leaves at week six leaves before the work could have worked, having paid for the setup and seen none of the return. The initial term exists so that neither of us is judging this on a month that was never going to be representative.

After the three months it is monthly, and thirty days' notice is all it takes.

What we need from you

Access

Manager access to your Google Ads account, and read access to your website analytics and your booking system if you use one.

Your photography

For the creative tier, the images and footage you already have of your premises, your team and your work. Nothing needs shooting.

One answer a month

Which services you want to be busier with. That is genuinely the whole input; everything else is our job.

What we will not do

Make claims the rules would not allow

Every piece of ad copy and creative is checked against the advertising rules of the country it runs in before it runs, and against your sector's own rules where it has them.

Report on impressions and call it performance

The report says what an enquiry cost and what a new customer cost.

Hold your account hostage

See "Your account stays yours" on page 2. The account is yours throughout and access is revoked whenever you say so.

One-off setups

For businesses that want one job done rather than ongoing management. Each is a single fee, set up within two weeks of payment, and everything stays in your name.

AI Max Setup — £395, one-off

AI Max switched on in your existing Search campaign, with negative keywords, page exclusions, brand settings and an AI Brief, and a check of the searches it finds two weeks later. 24framesmedia.com/ai-max-setup

Business-to-Agent Setup — £495, one-off

Your Google Business Profile, a facts page, structured data and online booking set up so AI assistants can read, recommend and book your business, tested before and after.

24framesmedia.com/business-to-agent-setup

Start with a free account review

Twenty minutes on a shared screen, going through your live Google Ads account: what your ads are shown for, whether your enquiries are counted properly, and where the money is going that is not turning into customers. You keep the findings whether you hire us or not.

Book a free 20-minute account review

24framesmedia.com/book