



SMARTSEARCH
marketing

Advantage|6™

Effective Pay-Per-Click Ad Campaigns

by: **SMARTSEARCH** marketing

Advantage|6™ Process Overview

strategic drivers →

Brand identity
Market position
Unique value proposition

Business goals
Fiscal constraints
Customer lifetime value

Search engine usage
Searcher behavior
Competitive analysis

campaign development

Advantage|6™ Campaign

1. Ad campaign strategy

2. Scope and targeting

3. Ad messaging & links

4. Budget and bids

5. Active optimization

6. Maximizing results

→ **business results**



Advantage|6™ Process Details

<p>1. Campaign strategy</p>	<p>Establish business goals. Define desirable website actions. Estimate the value of each action. Conduct a competitive analysis. Refine pay-per-click positioning strategy. Estimate expected costs/results.</p>
<p>2. Scope and targeting</p>	<p>Develop keyword list and keyword categories based on business goals and searcher behavior. Select ad networks, geo-targeting options, contextual advertising options.</p>
<p>3. Ad messaging/links</p>	<p>Create ad copy that differentiates, pre-qualifies and compels action. Select appropriate landing pages.</p>
<p>4. Budget and bids</p>	<p>Automate bidding rules based on campaign strategy and conversion goals. Establish spending limits to minimize risk and ensure success.</p>
<p>5. Active optimization</p>	<p>Implement conversion tracking for detailed results by keyword and ad-network for ongoing optimization. Analyze and optimize: structure, keywords, bids, ad copy, landing pages.</p>
<p>6. Maximizing results</p>	<p>Maximize response and conversion. Minimize cost per response/conversion.</p>



PPC Ad Networks



Case Study

Using Advantage|6™ we achieved the following for one client:

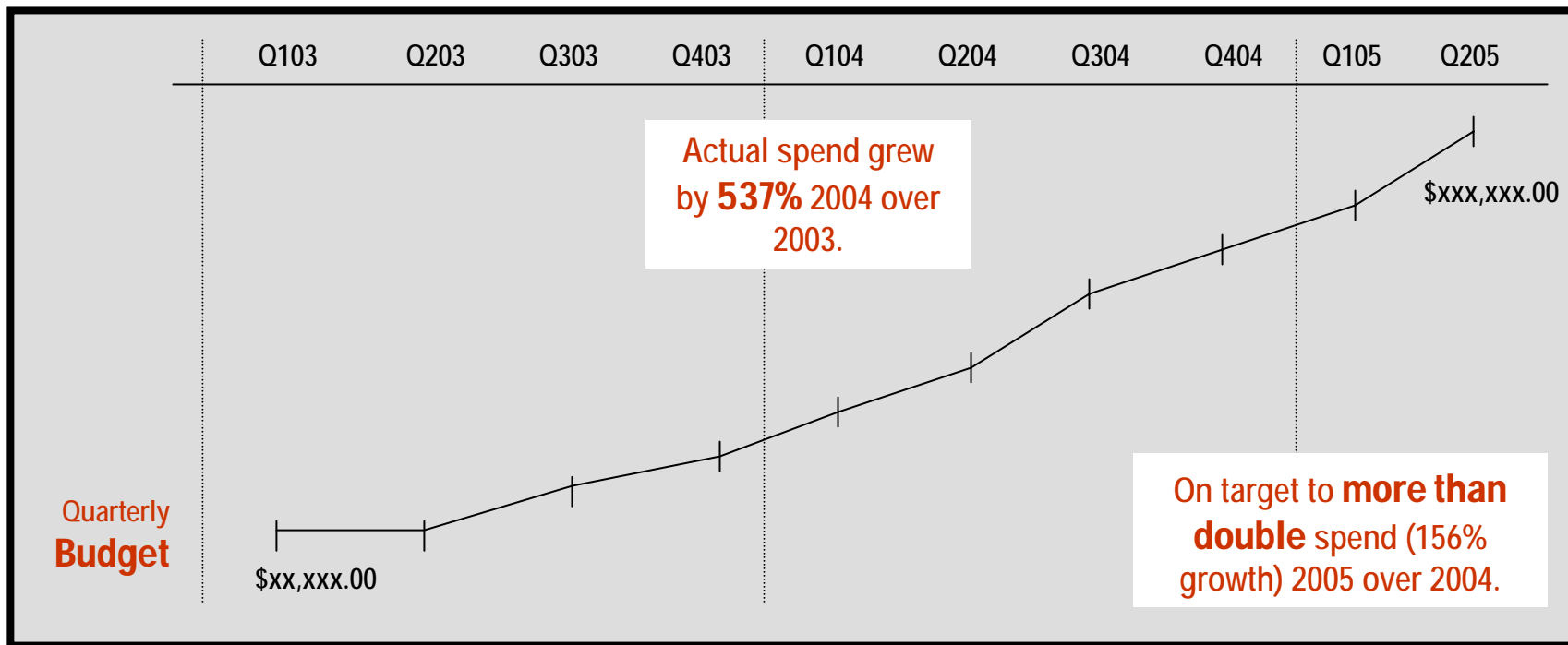
- Supported brand building efforts in 75 U.S. towns and cities.
- Drove highly-qualified, geo-targeted prospects to client's website.
- Improved online conversion rate.
- More than doubled the number of online orders year-over-year.
- Held cost/order to an acceptable level.

Case Study. Business Results

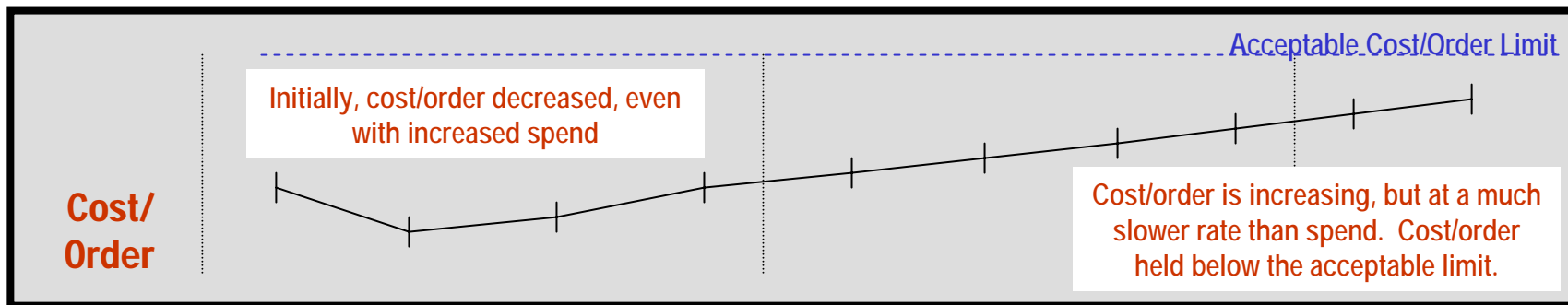
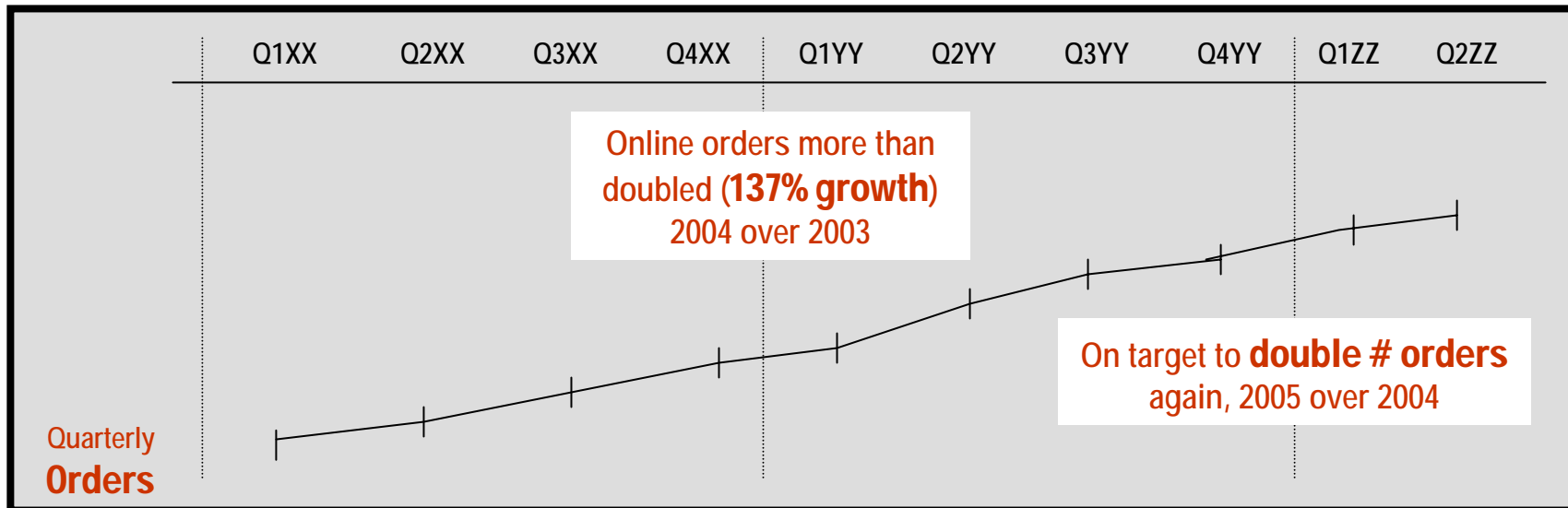
Business Results:

- Based on these search ad results, this client now more than doubles their PPC investment every year.
- Online marketing is this company's lowest-cost customer acquisition channel.
- SmartSearch Marketing now *guarantees* this client an order at the agreed upon cost/order.

Case Study. Client Investment



Case Study. Orders & Cost/Order



Why Hire SmartSearch?

1. Comprehensive Solutions

We determine the right blend of search engine optimization, pay-per-click advertising, paid inclusion and website conversion improvement. Each client receives a customized solution that delivers maximum results.

2. Marketing Focus

We are first and foremost a *marketing* firm... not a technology company. Our solutions are driven by customer response, and are integrated into your overall marketing strategy. We use technology to *support* marketing solutions... not drive them. We understand how to build brands and position companies online.

3. Guaranteed Results

Getting people to your website is only half the battle. We work with our clients to ensure that prospects take the desired actions *after* they click. Improving website "conversions" is an integral part of our solutions.

Our Rate Card

- We charge **15% of monthly media** (click charges) for our services.
- This management fee decreases - as a percentage of media - as total media spend increases.
- Our **minimum monthly management fee is \$1,500.**
- Campaign set-up fee is waived for contracts 6 months or longer.

Contact us today for your custom proposal and quote

Contact Us Today

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