

KEY STATS

- ✘ Manage \$10 million in advertising spend
- ✘ 1 million + keywords under management
- ✘ Targeting hundreds of countries
- ✘ Biggest Search Geek award from Marin Software
- ✘ SEMPO members
- ✘ Adwords Certified
- ✘ TopSEO.com - Best Pay Per Click Management company

DIFFERENTIATORS

Everything we do is to improve results. Search marketing has unlimited potential and with the right vision and some TLC the channel can easily become a Top 5 in your overall marketing mix.

- ✘ We are extremely results oriented. Your goals are our goals.
- ✘ We take pride in understanding the true goal of the search channel, where it is today, and the long term vision.
- ✘ We take a team based approach in day to day management and strategic development. Hey, two minds, three minds, four minds (you get the point) are better than one.
- ✘ We balance innovation with the basics to get the best results while maintaining efficiencies.
- ✘ We drive only the highest quality of traffic by using proven strategies to generate conversions.
- ✘ We are an extension to your team and take accountability as such.

CAPABILITIES

The search channel can be one of your most efficient, awareness driving marketing channels. We've been running search campaigns since Google invented Adwords and have designed our approach around getting results, being creative, and staying within efficiency goals. It starts with thoroughly learning a client's business and managing accounts from top to bottom.

- ✘ **Top Line Strategy** – we think, plan, and execute strategies that reach our clients' goals.
- ✘ **Keyword Research** – using tools and our heads we accrue a targeted list of keywords.
- ✘ **Copywriting** – we write concise, appealing copy to capture your most targeted audience.
- ✘ **Bid Management** – we use a hybrid approach of automated bid rules and interaction to ensure campaigns are meeting goals.
- ✘ **Campaign Analysis** – we test and analyze performance to continually maximize return.
- ✘ **Landing Page Recommendations** – we don't stop after the click, we make recommendations to increase conversion rates across the board.