

DIGITAL SOLUTIONS

SEARCH ENGINE MARKETING



THE FACTS:



SEARCH ENGINES LEAD THE FIELD IN CONSUMER INQUIRIES

Google processes over **3 Billion** search queries per day, making internet search today's most popular medium for finding information.



SEARCH ADS ARE ESSENTIAL TO STAYING COMPETITIVE

In the first half of 2014, search ads accounted for **62%** of all internet advertising revenue. If you don't do SEM, your competition will!



SEARCH ENGINES CONNECT CONSUMERS TO YOU

74% of internet users perform local searches and, of this percentage, **82%** will follow up offline with an in-store visit, phone call, or purchase. In other words, people are using search engines to learn about your company's products or services!



BENEFITS OF SEM:

- Individuals will only see your ads after they have performed a search for one of your Keyword Phrases, and you only pay for your ad if the individual is interested enough to click on it. This means that all of the clicks you pay for will be from qualified consumers, ready to make a decision.
- Ad budgets can be increased or decreased with the click of a mouse. You set your monthly budget and you'll know exactly what you are paying for with those dollars.
- We can serve different ad messages at different times, on different days, in different locations, and even to consumers on different devices. This ensures that we serve the ad that is most relevant to what each particular consumer is looking for in that moment.
- Get more specific with your keyword phrases to capture extremely qualified or niche leads with higher conversion rates.
- Keywords, ad text, offers and landing pages can be constantly tested throughout your campaign so we can continuously optimize and improve your campaign.
- Your campaign can be turned on and off at a moment's notice, making this a great option for seasonal businesses, flash sales, events, or short-lived promotions.
- Results are immediate! As soon as your campaign goes live, you'll start seeing traffic and conversions.

NOT SURE WHAT TO SPEND?

Monthly SEM pricing can fluctuate depending on time of year, location, industry, competition, keywords, and other factors. Let us provide you with a custom quote that will suit your needs today!