

SERVICE BRIEF

Pay-Per-Click Campaign Management

Paid search marketing made easy!



What is Pay-Per-Click?

Pay-Per-Click (PPC), or paid search marketing, is a surefire way to be displayed at the top of search results, but only cost you money when someone clicks on your ad. Therefore it's only limited by your budget.

Unlike SEO, PPC is not about increasing the quantity of traffic to your site or increasing your sites ranking, it's strictly about funneling quality traffic to your site, resulting in increased leads.

Why Should You Use PPC?

If you intend to use your website as a lead generation platform or to sell your products, then PPC is a MUST when it comes to your online marketing strategy. Organic search results, or website ranking, fluctuates rapidly providing no guarantee as to where you will be listed when someone is searching for your services. With PPC,

your ad will always be listed at the top of search results as long as your bid is high enough and you have a proper budget set up.

Why Should JoomConnect Manage My PPC Campaigns?

Improperly managing your PPC campaigns can have disastrous outcomes to your budget. Simply setting up an account, adding keywords and setting a budget isn't enough to maximize your ROI. You need to ensure that every time someone clicks your ad, they are going to find what they are looking for. That takes research, proper implementation and constant monitoring, which is exactly what we have to offer.

Managing your PPC campaigns is tedious and time consuming if you wish to get proper results. You have to be sure that when an opportunity for improvement presents itself that you're on top of it, and adjust properly. We can do this for you, allowing you to focus on other aspects of your business.

What Exactly Do You Get?

Whenever someone clicks on your ad, you want to make sure they find exactly what they are looking for. That's why we build it from the ground up, directing traffic to the proper part of your marketing funnel. Our PPC Campaign Management service includes:

- 2 managed campaigns
- 1 ad group per campaign
- 5 ads per ad group
- 1 landing page per ad group

FEATURES

- Completely managed campaigns
- 10 advertisements
- 2 custom landing pages
- Proactive monitoring & maintenance
- Monthly flat-rate
- You set your monthly budget

BENEFITS

- Increased lead generation
- Maximum ROI
- No surprise cost
- Complete control over your online marketing budget
- Increase in quality web traffic
- Gain advantage over local competitors
- Dominate your local market

Make the Rubber Hit the Road!