

## PAY-PER-CLICK (PPC)

# When you want an ongoing increase and conversion of your website traffic.

PPC campaigns provide you with digital marketing designed to deliver results. We begin with thorough campaign and advertising setup, and move into monthly campaign management and continuous optimization efforts. Our PPC packages and monthly management fee structures are tiered (based on spend.)

### SIMPLE DETAILS

- PPC account setup with major search engines
- Comprehensive industry, product or service related keyword research
- Campaign build, management & optimization
- 3 month minimum commitment

### USEFUL FOR

- Positioning your value in front of customers at their moment of relevance
- Generating leads
- Driving website traffic

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with a PPC campaign:

#### CONTENT

Knowing what your audience wants to consume, you can target them better.

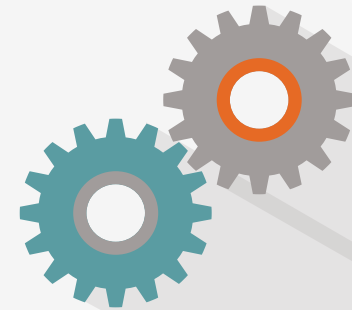
#### WEBSITE

Create a quality site to send traffic to.

#### STRATEGIC INSIGHTS

##### STUDY

Identify keywords and competitor information.



## B2B marketers site web traffic

as their top content marketing metric for the last three years.