

Search Engine Marketing

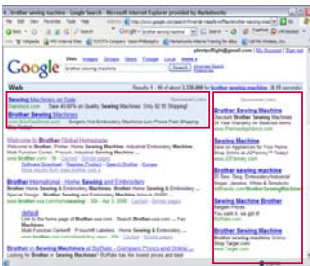
Marketworks Pay-Per-Click Services



Instantly Attract New Buyers with Marketworks Pay-Per-Click Services.

Get your pay-per-click program started now. Call **800.406.9260** or email sales@marketworks.com.

Search Results



Search results in the **red** area are "Sponsored Links," or paid advertisements, managed through a pay-per-click program.

Fast Fact

55% of all online purchases originate from search listings

Source: Booz-Allen Hamilton

Overview

Marketworks' Pay-Per-Click (PPC) Services deliver targeted, effective advertising campaigns that can instantly put you at the top of the search engines. While you probably understand the benefits of paid search, do you have the in-house resources and expertise to implement and manage a successful campaign on Google or Yahoo! Search Marketing?

We research thousands of keywords related to your business and products, then make recommendations for the top performing search terms that will generate the greatest return on investment. We'll test and refine ad copy to optimize click through. And we'll manage your campaigns to maximize traffic within your marketing budget.

Key Benefits

The primary benefit of Marketworks' PPC Services is an increase in targeted Web traffic, but there are more advantages:

- ✓ Rapid awareness amongst your target market on Google, Yahoo!, AOL, MSN, and more
- ✓ Fast, measurable results
- ✓ Efficient spending through bid management, day parting, and other proven techniques
- ✓ Pay for performance
- ✓ Geo-targeting to focus on desirable regions and/or languages
- ✓ Knowledge of how your buyers search for your product

Key Features of PPC Management

Initial Setup

- ✓ Product mix and objectives review
- ✓ Keyword research and analysis
- ✓ Ad copywriting and set-up
- ✓ Campaign geo-targeting
- ✓ Personalized online project portal

Monthly Features

- ✓ Keyword and campaign optimization
- ✓ 24/7 Bid Management
- ✓ Day Parting
- ✓ Monthly PPC reporting

Choose Your Preferred Package

Starter Package

- ✓ Up to 100 keywords
- ✓ Up to 5 ad groups / categories
- ✓ Copywriting for up to 5 ads
- ✓ Campaign Setup on Google **or** Yahoo! Search Marketing
- ✓ **Monthly Cost:** 20% of Ad Spend (\$199 min.)
- ✓ **One-time Setup Fee:** \$2,000

Accelerator Package

- ✓ Up to 300 keywords
- ✓ Up to 10 ad groups / categories
- ✓ Copywriting for up to 20 ads
- ✓ Campaign Setup on Google **and** Yahoo! Search Marketing
- ✓ **Monthly Cost:** 20% of Ad Spend (\$299 min.)
- ✓ **One-time Setup Fee:** \$3,000

Marketworks Advantages

- Focus on sales conversion
- Keyword generation & bid management technology
- Deep PPC and e-commerce expertise