

## Online Advertising that Generates Leads with Measurable Results

The business climate is highly competitive with multiple firms competing for the same customers often within a five to ten miles radius. With the Internet audience at 1.2 billion and growing, it is critical that you have an online presence. Pay-per-click (PPC) advertising is the fastest way to bring ready-to-buy customers to your website while they are searching for your products and services. With PPC advertising you only pay for each time your ad is clicked on, which means you are using your advertising dollars effectively.

Marquette Group offers you the ability to run dynamic PPC programs across the three major search engines – Google, Yahoo! and MSN/Bing. Marquette Group can develop the best strategy to achieve multiple touch points across the major search engines and their affiliate networks, ensuring you will connect to your target audience at the right time.

### The Power of Search Engine PPC Marketing

- : 58 percent of U.S. adults have conducted research online on products they intend to purchase
- : 52 percent of the U.S. population made a purchase online
- : Sales generated by Google shopping searches increased 59 percent in 2010
- : Google accounted for 64.3 percent of all searches, followed by Yahoo! sites with 18.5 percent and Microsoft sites with 12.1 percent

### Why Pay-Per-Click on Search Engines?

- : Gives you the opportunity to advertise to an audience that is already interested in you
- : Drives competitive advantage through higher web visibility
- : Increases traffic, improves traffic quality and enhances conversion
- : Delivers highly relevant lead generation
- : Drives quick, measurable ROI through an affordable advertising medium
- : Targets your ads to searchers based on search keyword and location
- : Provides reporting that allows you to see exactly how many times your ad was served and clicked on, giving you the ability to make evidence-based decisions

### Why Marquette Group?

- : **Expertise** — We can help you understand where the real online opportunities lie and build, set up and maintain an effective program to increase your exposure and drive traffic to your business.
- : **Ease and Efficiency** — We can pace and manage campaigns across the three major engines simultaneously and inform you how the campaign is running, creating benchmarks and optimizing your campaigns.

- : **Affordability** — We can automatically allocate the search budget to the engine that provides the highest number of clicks and conversions at the best rate.

## Pay-Per-Click Frequently Asked Questions

### Why should I purchase PPC advertising on search engines?

Americans conducted 17.8 billion searches on the top five search engines in November 2010. More and more, the Internet has become the top resource used by consumers to research products and services with 95 percent of users never venturing beyond the first page. Consumers use search engines to research products and services, compare features and benefits and read customer reviews. Two-thirds of shoppers currently begin the shopping process online consulting an average of 4.1 sites before making a selection. Participation in a paid search campaign ensures that your business is seen when consumers are comparison shopping.

### Do I need a landing page if I have a website?

You will need a landing page depending on the type of campaign you are running. A website contains general information about your business; a landing page can be content-specific to a campaign, product or promotion. Landing pages can also be tied to a search result link, providing information that serves as a direct extension of the initial search done by a consumer. Search engines also see these pages as more relevant for consumers therefore, not only serving your ad but serving it higher in rank.

### How can I target my campaigns with search PPC?

Your PPC campaign will be closely geo-targeted, enabling specialized campaigns to be built to meet the needs of individual markets and locations with customized local keyword strategies and regionalized ad copy, along with other day-parting and biddings strategies. We will let you know how the campaign is running in a certain market and optimize accordingly.

### How will I know my ads are really working?

Our response measurement services assign a unique telephone number to your specific advertising campaign. When customers call this number, it rings seamlessly into your existing phone line. This way, we can track where your customers found your contact information and measure your return on investment. We can also measure impressions, clicks on your listing, click-thru rates from the search listing to your website and coupons. Our reporting can drill down to the granular level and is fully customizable to meet your unique needs.