

# Pay Per Click Campaign Management Services

Pay per click advertising (PPC) is a search engine marketing program that requires you to pay a fee only when someone clicks on your advertising that you have placed on a specific search engine such as Google. PPC advertising is similar to an auction, where you bid on keywords that are relevant to your product or services and your ads show up on the sponsored listings located on the search engine results pages. The position your ads show up depend on a number of different criteria including what other advertisers bid on the same keyword. Pay per click advertising can be an effective way to drive traffic to your website.

At OnYourMark our experienced search engine marketing staff manages a number of pay per click ad campaigns for our clients as well as helping some clients set up and run their own successful campaigns including training and on going support as needed. One of our clients hired us to manage their existing Pay Per Click campaign. We reduced their daily ad spend by a third with more impressions and clicks. Another ecommerce client wanted more traffic to his website so we helped him set up his campaign and worked with him for a few months until he was comfortable on his own. He still uses our consulting services from time to time on an "as needed" basis. His click through rate on some keywords is over 12%.

We can tailor a plan to meet your pay per click advertising needs. [Contact us](#) or call toll free 800-747-3399 for a free no-obligation consultation.

## PPC Campaign Research Services

- Initial campaign development & strategy
- Advanced keyword research
- Competitor analysis

## PPC Campaign Setup Services

- Campaign setup
- Google analytics integration & goal tracking setup

## **PPC Campaign Management Services**

- Strategic bid management
- PPC account settings monitoring (Ex. Geotargeting)
- Ad campaign copywriting
- Ad copy performance testing
- Ongoing keyword development and tweaking
- Dynamic keyword insertion into ads
- Monthly performance & analysis reporting
- Single account representative

## **Additional PPC Services**

- Up to two personal consultations per month
- Monitoring clicks, conversions and click fraud activity
- International PPC campaign management
- Ecommerce PPC ROI reporting
- Landing Page design & implementation
- Multivariate testing on landing page

Need more information? Call Us: 800-747-3393 or fill our our [contact form](#) and a representative will get back to you quickly.